

Xmas
1966



"Christmas Treeland USA...for Everything under the tree!"

The Hecht Co.



sportempos®

Sportempos Switchables in Balboa blue or grande green worsted flannel. Sizes 10 to 18.

ICA—Fully lined slim skirt; hand stitched picking. **16.00**

ICB—Rayon linen blouse, **10.00**

ICC—Wool cardigan, 34-40. **18.00**

ICD—Contour waistband classic slacks. **16.00**

ICE—BanLon® nylon floral print top; back zip. **16.00**

ICF—No waistband skirt. **16.00**

ICG—Random cable short sleeve sweater. **13.00**

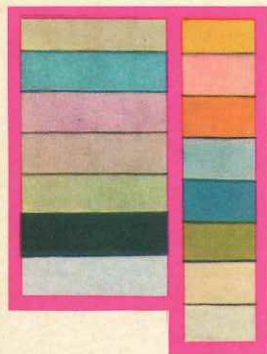
ICH—Jacket, lined. **23.00**

Town & Country Sportswear,
All 7 Stores

1A—Classic Orlon® acrylic full fashioned cardigan by Blairmoor, 34-40. Color swatches left. **9.00**

1B—Lady Manhattan 85% Dacron® polyester, 15% cotton Miracron in-or-out shirt. Never iron luxury. Color swatches at right. 10-18. **7.00**

Misses Blouses, Sweaters,
All 7 Stores



From our collection of fine jewelry
... many splendored diamonds,
treasured gifts that last a lifetime.

2A—Solitaire engagement ring, $\frac{3}{8}$
carat **164.95**

2B—Fifteen diamond bridal set. **316.00**

2C—Solitaire engagement ring, $\frac{3}{8}$
carat **495.00**

2D—Eleven diamond bridal set. **450.00**

2E—Five diamond duo matching
Wedding Bands. Each **150.00**.
Set **300.00**

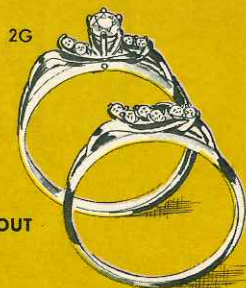


2F—Ten diamond wedding band, total
weight 2 carats. **639.00**

2G—Eleven diamond bridal set. **320.00**
(Diamonds sketched enlarged to
show detail)

Convenient Payment Plans Available
on Diamonds and Fine Jewelry.

Fine Jewelry, Downtown, Silver
Spring, Parkington, Prince Georges
Plaza, Marlow Heights and Landmark



**THE DECORATIONS ON THE FRONT COVER AND THROUGHOUT
THE BOOK ARE AVAILABLE IN OUR TRIM-A-TREE SHOPS**

FABULOUS GIFT

Natural Mink, epitome of luxury, here at its very finest. True natural TOURMALINE* mink in a full length coat, designed with all the skill and flattery the finest fur deserves. Pebble shaped collar with skins worked open and drapes above a sleek, smooth body line with a slender look.

1999.00

Shown here is just one from our fine collection priced from \$1399 to \$3500 which includes Natural Very Dark Ranch Mink, Natural Autumn Haze®, Aeolian®, Morning Light®, Dawn or Demi-Buff. Choose one today . . . beautifully shaped for flattery and warmth . . . each in the latest couturier fashion.

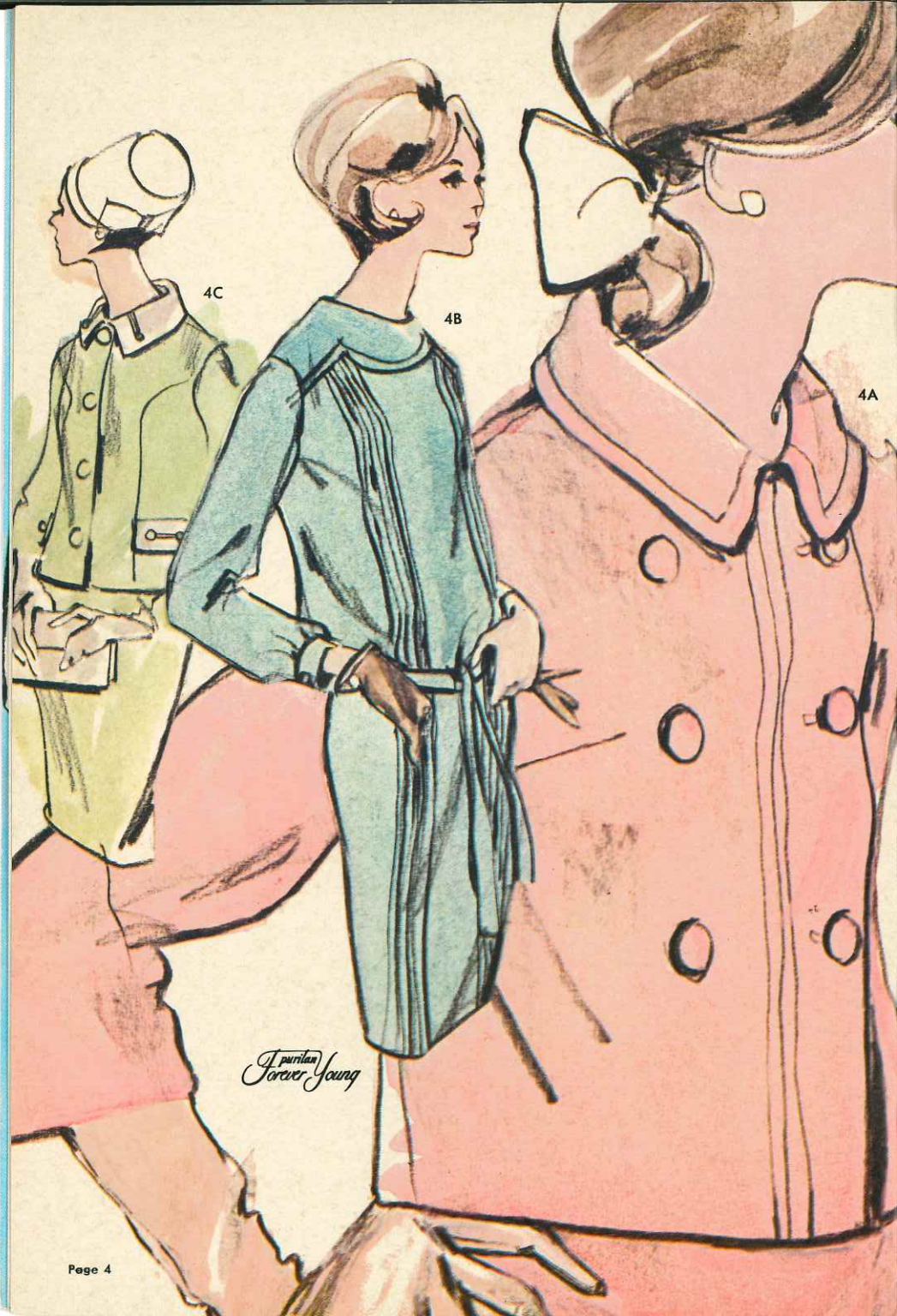
Fashion Furs, Downtown, Silver Spring, Parkington, Prince George's Plaza, Marlow Heights and Landmark

Take up to 24 Months to Pay when charged to our Special Fur Account.

Fur products labeled to show country of origin of imported furs.

*TM Emba Mink Breeders Association





4C

4B

4A

*puritan
Forever Young*

Pamper her with fashion . . . with the dress or suit she'll enjoy wearing from this very moment on through the spring. Each shaped with a sure sense of flattery . . . with a wealth of superb detailing.

Three from Forever Young . . . in soft, supple shape-keeping bonded Orlon® acrylic. All in sizes 10-20 and 12½-22½.

4A—Two-piece suit dress in coral, navy or white. **18.00**

4B—The anytime dress in fresh turquoise, coral or white. **18.00**

4C—Two-piece wear anywhere suitdress with straight skirt in green, turquoise or lilac. **18.00**

5A—Foot Flairs "Headliner," in and out kid pump, the perfect complement with new square throat, rounded toe, 1¾" heel. Black, bronze, Newport blue or toreador red. **16.00**

5B—Gad-about paisley quilted cotton suit by Wippette. Fully lined. 5-15. **30.00**

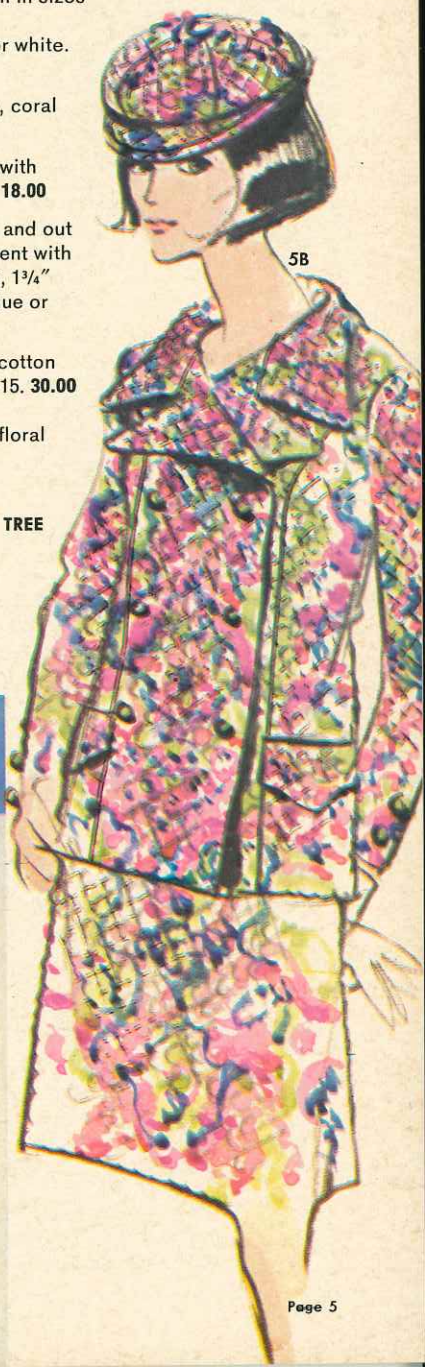
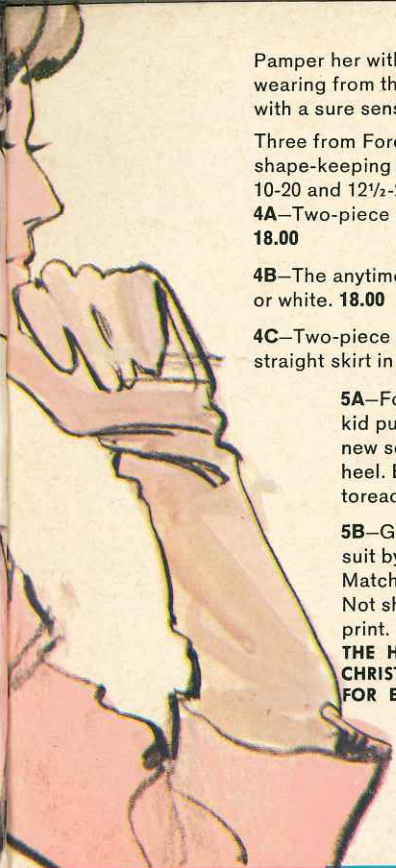
Matching cap; one size. **7.00**

Not shown, quilted suit in blue floral print. Sizes 5-15. **30.00**

THE HECHT CO. . . .

CHRISTMAS TREELAND USA

FOR EVERYTHING UNDER THE TREE





6A—Ma Griffe parfum by Carven. A warm, constant fragrance—youthful yet sophisticated to wear wherever she goes. From **4.50**

6B—Carven Mis-s-s-st-i-fier in spell binding Ma Griffe. Every precious drop of fragrance is diffused into a fine mist. 1/4 oz. parfum, **5.50**. **6C**—4 oz. cologne, **6.00**

6D—Promise her anything but give her Arpege by Lanvin. Elegant black-capped, crystal columned flacons with 1/6 oz. of perfume. **6.00**

6E—Arpege 2 1/2 oz. Natural Spray eau de Lanvin. **6.00**. Both available in My Sin. Each **5.00**

6F—Interlude Christmas Carol by Frances Denney contains a perfume mist purser, 1/4 oz. bath & body perfume, 1/2 oz. cologne in elegant gift package. **6.00**

6G—Myrurgia's Maja Perfume Set. A memorable fragrance to give, to use. Reusable box of soft-as-velvet dusting powder with cloud light puff combined with a matching 1 1/2 oz. bottle of Maja perfume. What a lovely way to be remembered. The set **6.50**
Cosmetics, All 7 Stores

SPEED YOUR SHOPPING WITH "CHARGE IT" CONVENIENCE . . .

USE YOUR HANDY 30-DAY SHOPPING PLATE



TRAVEL GIFTS FOR HIM & HER

Neat, trim, lightweight luggage flawlessly styled and made with infinite care. Cases for him in oxford grey or olive.

7A—The two suiter case. **45.00**

7B—The 21" companion case. **29.50**

For her in Dover white, Biscayne blue or oxford grey. (Willow & red in Downtown store)

7C—Pullman case, 26" size. **45.00**

7D—Pullman case, 24" size. **34.50**

7E—Smartly appointed beauty case. **27.95**

7F—The Commuter 3" attache case with light, strong magnesium frame, scuff and stain resistant vinyl covering. Saddle, olive, brown, jet. **24.95**

Luggage, All 7 Stores



FRAGRANT CHRISTMAS WISHES

Heaven Sent from
Helena Rubinstein.

8A—Soap on a rope. **2.00**

8B—Eau de Parfum mist and
dusting powder. Gift set. **5.00**

8C—Pure spray Eau de Parfum.
4.00

8D—Light brisk Canoe for him by
Dana. Cologne **5.00, 8.50, 14.00**

Also: Talcum **2.50**; soap on a rope,
2.50; 3 cakes of soap. **3.75**

8E—Delightful Ambush or daring
Tabu by Dana for her. Spray
cologne and dusting powder.
Set **5.00**. Available individually.
Spray cologne **3.00**; dusting
powder **2.00, 5.00**

Perfume **3.00 to 10.00**

Cologne **2.50 to 10.50**

Cosmetics, All 7 Stores

Festive separates by Koret of
California in cotton/rayon velvet
and rayon/acetate crepe. Sizes
10-18. Velvet in moss, rosé or
black. Crepe in pale green, pink
or pearl.

9A—Crepe blouse. **11.00**

9B—Velvet slacks, zip back. **16.00**

9C—Lined velvet cutaway jacket.
25.00

9D—Sleeveless crepe bow
blouse. **9.00**

9E—Slim velvet skirt, back zip.
14.00

Sparkle go-togethers by Majestic.
Rayon/metallic acetate with
bonded back. Tinsel or
mauve glow. Sizes 10-18.

9F—Yoke back shirt. **12.00**

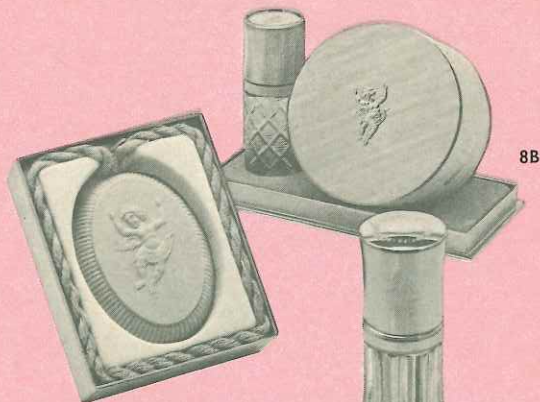
9G—Stovepipe slacks; lined. **15.00**

9H—Lined jacket. **20.00**

9J—Short sleeve top;
wool/glitter. **10.00**

9K—Slim skirt, French
waistband. **10.00**

Town & Country Sportswear,
All 7 Stores



8A

8B

8C



8D

8E

THE DECORATIONS ON THE FRONT COVER AND THROUGHOUT
THE BOOK ARE AVAILABLE IN OUR TRIM-A-TREE SHOPS





ENDEARING GIFT SCENTS

10A—Unforgettable L'Aimant dusting powder and spray mist set by Coty. **6.25**. Available individually: Dusting powder **2.50**; Spray mist **3.75**. Also in Emeraude, L'Origan, Paris.

10B—L'Aimant parfum de toilette and talcum powder set. **3.50**. Available individually: Talcum **1.00** Parfum de toilette **2.50** to **12.50**

Also in Emeraude, L'Origan, Paris.

10C—Exciting new Imprevu by Coty.

Spray mist and dusting powder set. **9.00**

Available individually: Dusting powder,

8 oz. **4.00** Spray mist, 3 oz. **5.00**

Cosmetics, All 7 Stores



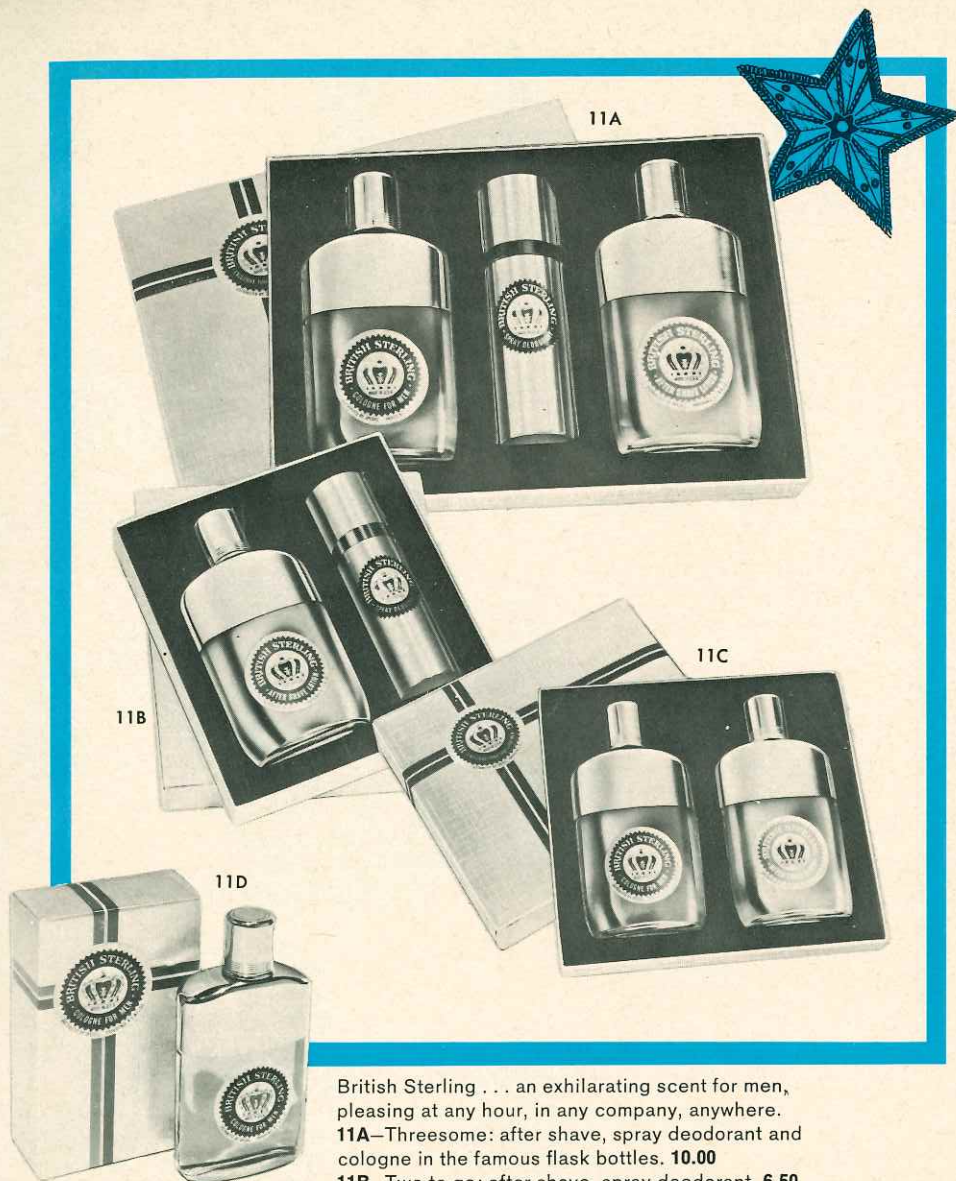
10C



10B



10A



British Sterling . . . an exhilarating scent for men, pleasing at any hour, in any company, anywhere.

11A—Threesome: after shave, spray deodorant and cologne in the famous flask bottles. **10.00**

11B—Two to go: after shave, spray deodorant. **6.50**

11C—Twosome: Cologne and after shave. **8.00**

11D—All alone, but not for long. Individual cologne. 4 oz. **5.00**; 6 oz. **7.00**; Also individual after shave. 4 oz. **3.50**; 6 oz. **4.50**

Cosmetics, All 7 Stores



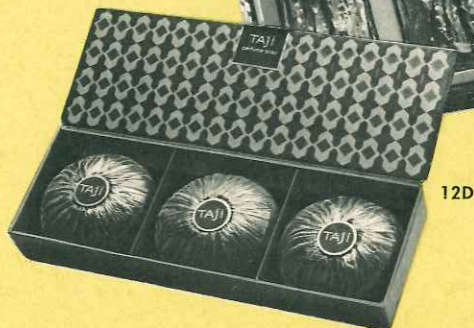
**OUR MARTHA JEAN FESTIVE GIFT WRAPPING
ADDS A PERSONAL TOUCH TO ALL YOUR GIFTS!**

FRAGRANT GIFTS FOR BOTH . . .

12A—By Corday. Toujours Moi pure spray cologne. **5.00**
12B—Dusting powder. **5.00**.
 Also perfume **3.50-13.50**. Eau de Corday **3.50 to 6.00**. Also available in Fame and Possession fragrances.

Teak for men by Shulton. . . .
 woody, virile, spice-of-life scent. **12C**—2½-oz. of After shave and cologne, set **5.00**. Set in 5-oz. each size **8.00**. After shave only, 5 oz. **3.50**
12D—Taji bath soap by Shulton . . . hauntingly beautiful new fragrance in a hard milled, milk base soap. Three cakes in lift top gift box. **5.00**
12E—Taji perfume oil mist by Shulton to spray on after shower, after you bathe. 2¾ oz. **5.00**. Perfume oil, 1½ oz. size. **7.50**

12F—Jean Naté After-Bath Friction Lotion, tangy, citrus-fresh fragrance. 8 oz. **2.00**, 1 pt. **3.50**. Big qt., 32 oz. **5.00**
 Cosmetics, All 7 Stores



The Hecht Co.

13A



13A—Sardo bath oil to bathe away dry skin. Smooths, soothes and restores. Makes the skin feel tingling fresh even during winter weather.

8 oz. **5.00**

Toiletries, All 7 Stores

13B



Glamorous Whirlwind, top grain cowhide accessories by Lady Buxton. Red maple, black forest or wildwood brown.

13B—Triple frame French clutch, 7" size. **7.00**

13C—Cigarette case for regular or king size. **4.00**

13D—Petite size lighter with gold toned finish. **3.00**

13E—Convertible billfold with removable card case. **6.00**

13F—Slide-opening 4-loop Key tainer. **3.00**

Small Leather Goods, All 7 Stores

13C



13D



13E



13F



13G



**FOR PHONE ORDER SERVICE ANY TIME
DAY OR NIGHT . . . CALL 737-7500**

13G—Aqua Velva, a new gift idea in its own Christmas greeting card box. A

distinctive, brisk fragrance for men . . . ready for gift giving. **.98**

Toiletries, All 7 Stores

DANSKIN

14A—Junior Miss "Slim-Lims" by Danskin. Sheer seamless micro-mesh nylon stretch stockings in pink sand or coffee. A 8-8½, B 9-9½, C 10-10½. Pair. **1.00**

14B—Panty stockings by Danskin . . . in seamless micro-mesh nylon. Pink sand, tropic sun, misty taupe or white. AAA (4'9"-5' Jr. Miss), AA (5'-5½' Petite), A (5'2"-5'4"), B (5'5"-5'7"), C (5'8"-5'10") and D (5'11" and over). Pair. **2.00**

Fashion Hosiery, All 7 Stores

Full fashioned coordinated 100% stretch nylon tops and slacks by Danskin.

14C—Slacks Plum, blue, navy, hunter, red or camel. 2-6y **4.50**; 7-14, **5.50**

14D—Tops in Plum, blue, navy, red or white 3-6x, **4.00**; 7-14 **5.00**
Tots & Toddlers, Girlsweat, All 7 Stores

14E—Danskin stretch nylon leotard with short sleeves. Black, 4-14. **4.50**
Women's sizes S (8-10), M (12-14), L (16-18), XL (20-22). Black, royal blue. **5.50**

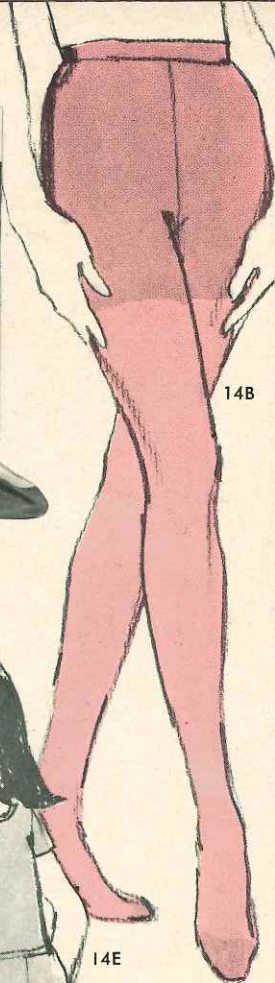
14F—Stretch nylon tights in black, white, red, suntan or pink. 4-14. **3.00**
Women's sizes A (5'-5'4") B (5'5"-5'7"), C (5'8" up). Black, suntan, red, navy, pink, royal blue. **4.00**

Girls Furnishings & Fashion Hosiery, All 7 Stores.

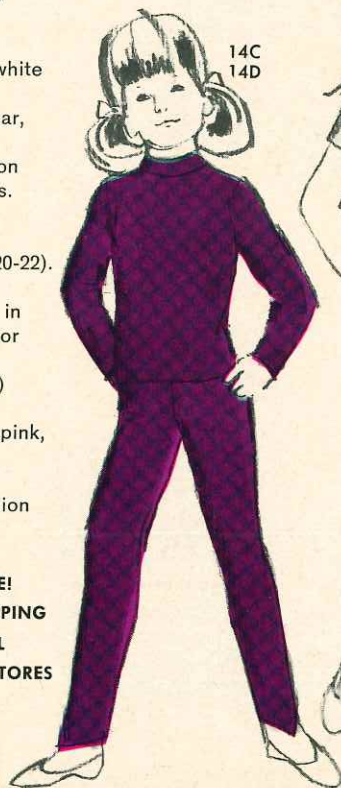
OPEN EARLY! OPEN LATE!
EXTRA CHRISTMAS SHOPPING
HOURS FOR YOU AT ALL
7 OF THE HECHT CO. STORES



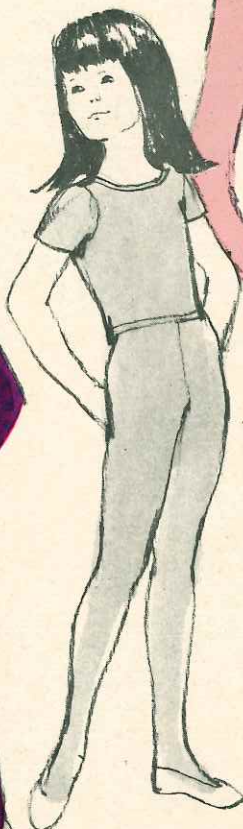
14A



14B



14C
14D



14E

14F

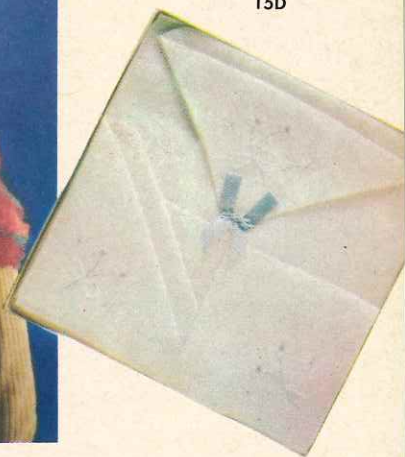


15A

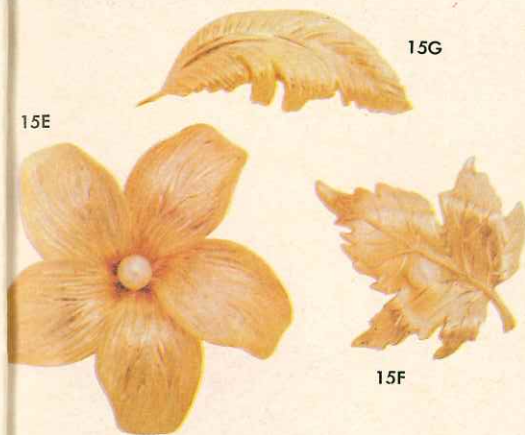
15B



15C



15D



15G

15E

15F



15H

AT HAND... OUR OWN BEAUTIFUL IMPORTS

15A—Silk lined kid gloves from Belgium. Grey, navy, red, brown, taupe, cocoa, willow, beaver, black. 8-button length, **15.00**. 4-button length, **10.00**
15B—By Lesdiquieres, simulated pearl buttoned white kid (16 button length), **20.00**

Gloves, Downtown Store Only

15C—Our own import from Scotland, brushed wool head scarf in pastel plaids of pinks; cognac/blues; lilac/mints; blues/golds. In pastel stripes of cream/turq./rose; cream/olive/pinks; aqua/pinks/white; white/olives/lilac; blues/turq./greens and olive/lavender/brass. Solids of champagne, pastel pink, hot pink, bright turq., brass gold, deep wine, light olive, tangerine. **3.50**

Fashion Neckwear, All 7 Stores

15D—Via jet from Erin . . . our 100% Pure Irish Linen hankies for her in white with forget-me-not blue embroidery. Box of three **2.00**

Women's Handkerchiefs, All 7 Stores

Finest European gold plated pins created by Grossé in the classic jeweler's manner.

15E—Flower pin, with pearl. **13.50**. **15F** Leaf pin with pearl. **12.00**. **15G**—Feather pin. **8.00**.

Fashion Jewelry, Downtown Store Only

15H—From Paris . . . all leather lined calf handbag with accordion sides, padlock and key. Black, brown, navy or red. **35.00**

Fashion Handbags, Downtown Store Only

THE LUXURY TOUCH

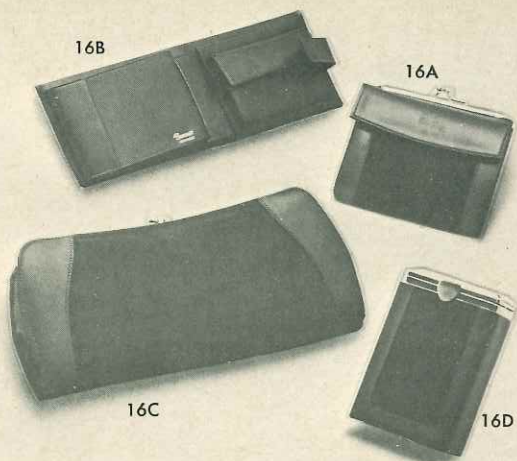
Elegant purse accessories of suede trimmed cowhide in green, gold, brown. All Superbly crafted by Baronet.

16A—French purse. **3.50**

16B—Leather lined billfold. **3.50**

16C—Triple frame clutch. **3.50**

16D—Cigarette case. **3.00**



Small Leather Goods, All 7 Stores

16E—Charming rayon acetate print umbrella for her. Assorted colors. **5.00**

16F—Men's self-opening umbrella in quick-drying nylon. Black. **5.00**

16G—Ladies Touch 'n Go nylon umbrella with smart handles in navy, black, red, fashion colors. **10.00**



16H—Solid color nylon umbrella in navy, black, red and high fashion colors. **7.00**

16J—Run-around tote bag in fawn, black, red, chestnut, alabaster or bronze. All vinyl with its own black umbrella. **7.00**
All by Polan Katz.

Umbrellas, All 7 Stores





17A

17B



17C

GLOVES BY FOWNES

17A—Cuffed Orlon® acrylic driving gloves with cape-skin palms. Black, white, red, bone. S-M-L. **3.00**

17B—Soft, pliable deerskin leather gloves. Washable. In camel, bone, black, white. Stretch A, fits 6-7; Stretch B, 7-8. **3.00**

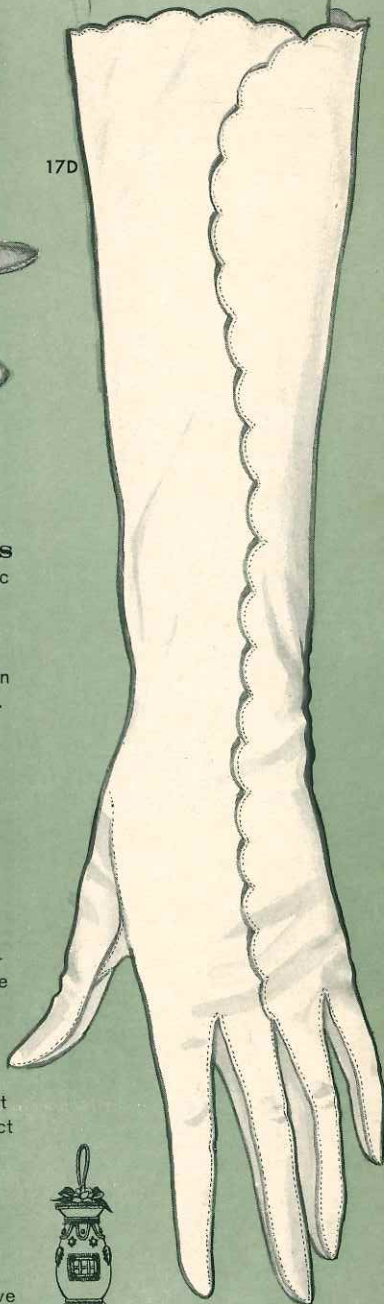
17C—Warmly lined suede leather gloves with whipped stitching. Mink, tawny black or natural. S-M-L. **8.00**

GLOVES BY ARIS

17D—Sleeve-meeting mid-arm length all cotton glove with slimming scalloped seam. White, black or bone. 6½-8. **4.00**. Slip-on length. **3.50**

17E—Scalloped edge short leather glove with a perfect fit look. White or black, 6½-8. **6.50**. Also in lightweight cotton. **3.00**

17F—Young look stretch nylon glove with patent leather accents. Comes with personalized gift glove case. White/black or black/white. One size fits all. **4.00**



17D



17E

17F

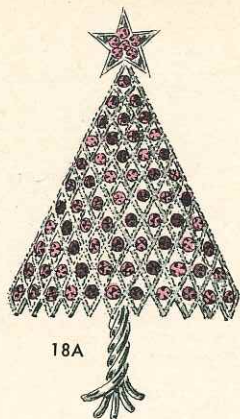


Gloves, All 7 Stores

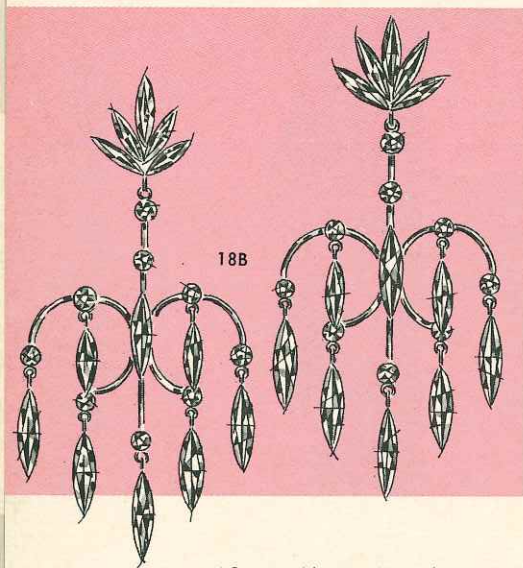
GLITTER AND GLOW

18A—Lacey golden toned Christmas tree pin set with mock emerald and ruby multi-color stones. By Corocraft. **3.00**

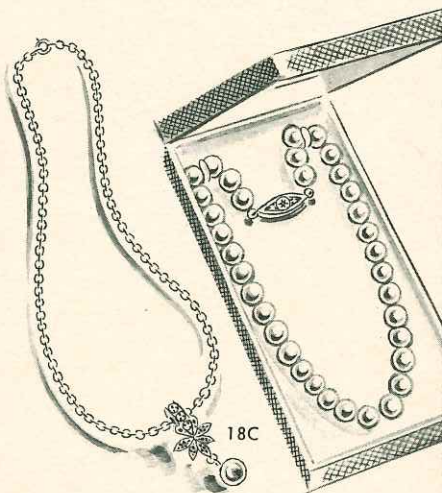
18B—Glistening Vendome brights . . . a shower of faceted rhinestones, the earring that's utter chic, fabulous with holiday white. **12.50**



18A



18B



18C

18C—Hand knotted simulated pearls with sterling silver chain and snap-on pendant of simulated pearls and rhinestones. By Richelieu to wear as she will. **5.00**

18D—A single rose crafted in gold toned metal with flawless skill by Lisner. The perfect gift flower in a pin to wear anytime. **3.00**

18E—Matching miniature rose earrings. **3.00**
Fashion Jewelry—All 7 Stores



18D

18E

19A—Adjustable shoulder strap bag by Margolin in Seton leather with zipper compartment under flap-over closing, two more zippers inside. Black, brown, toffee, haystack, red or navy. **13.00**

19B—Swagger Bag in softly shirred crushed vinyl with handy outside pockets. Designed by Lou Taylor. In black, brown or navy. **9.00**

Handbags, All 7 Stores

Charming custom . . . the personalized initial hankie in 100% Pure Irish Linen, hand embroidered, hand rolled. By Morsley. All initials except I, O, Q, U, W, X, Y, Z. She'll adore it.

19C—White, pink or blue on white.

1.00

19D—White, pink or blue on white.

1.00

Handkerchiefs, All 7 Stores

19A

19B

19C

19D

19E

19F

19G

Pleasures in leather by Rolfs.

19E—Slim, thin Passport Case in brown, olive or red cowhide with compartments for everything. **5.95**

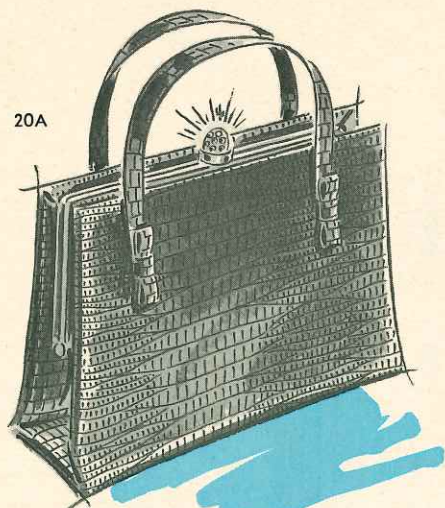
19F—Secretariat with memo pad, pencil, indexed address file, zippered and open bill holder, coin pocket, card windows. Red, green, alabaster grained cowhide. **7.95**

19G—Wafer thin Courier in black English morocco; brown or olive cowhide. **5.95**

Small Leather Goods, All 7 Stores

**PARKING IS A PLEASURE . . .
MAKE THE HECHT CO. YOUR ONE
STOP STORE FOR YOUR CHRISTMAS
GIFT SHOPPING!**

20A



20D

20E

20F

20A—After Five cocktail bag by Lowy & Mund with swagger pockets and double handles. Black peau, lizard grain vinyl, gold or silver-toned jersey. **9.00**

20B—Grained goatskin leather rambler by Kadin with eight compartments, including two zip double handles. Black, brown, haystack, navy. 10x7½". **10.00**; larger size. **13.00**

20C—John Romain designed natural Belgian linen bag with French accordion gussets for spaciousness, two inside wall pockets. Antique mahogany leather trim, brass hardware. Flap over closing, double handles. **18.00**

Handbags, All 7 Stores

20D—Chanel No. 5 Spray Cologne. **5.00**; refill, **3.50**. **20E**—Chanel No. 5 Perfume .275 oz. **7.50**; ½ oz. **13.50**; 1 oz. **25.00**. Spray perfume. **5.00**; refill, **3.50**. **20F**—Chanel No. 5 Eau de Cologne. 2 oz. **3.50**; 4 oz. **6.00**

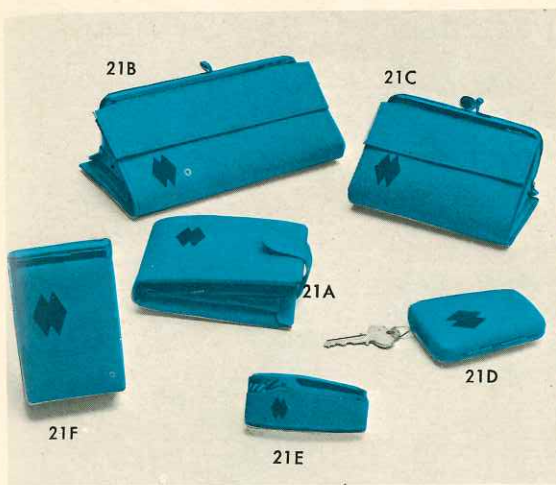
Cosmetics, All 7 Stores

20B



20C





Accessory chic by Princess Gardner in elegant calumet grained leather with inlay design. Midnight blue, bone or dark green.

21A—Billfold. 5.00

21B—Clutch. 7.50

21C—French purse. 5.00

All with exclusive Adapta-snap for easy closing.

21D—Key case. 3.00

21E—Lighter. 3.00

21F—Cigarette case. 4.00

Small Leather Goods, All 7 Stores

Footnotes to her hostess gowns and pants by Bertlyn. All in sizes S (5-5½), M (6-6½), ML (7-7½), L (8-9), XL (9½-10½).

21G—Peau de soie with ruching pom pom, stacked heel. Black, white, green, gold, plum. 5.00

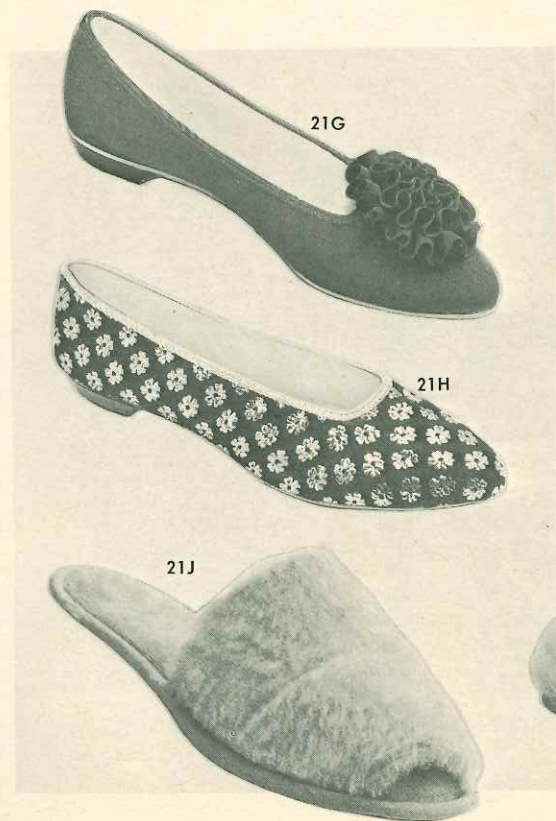
21H—Floral brocade with gold-toned sole and heel. White or black. 4.00

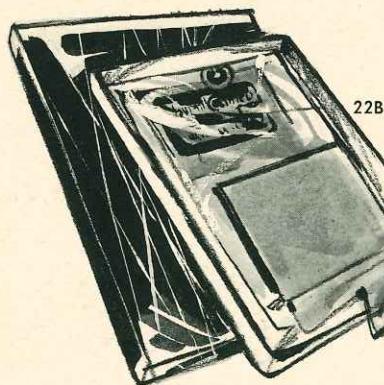
For your favorite angel, Angel Treads in washable Orlon® acrylic pile with foam innersole, cushioned sole; fully lined. Sizes S (4-5½), M (6-7½), L (8-9½).

21J—Scuff in cerise, pink, white or turquoise. 2.29

21K—Ballerina in black, pink, red, turquoise or white. 2.29

Hosiery, All 7 Stores





Cameo support stockings in quilted white rayon satin giftbox. A 8½-9, B 9½-10, C 10½-11, D 11½-12 for perfect fit.

22A—Seamless super support in 80% nylon-20% spandex. Bright beige, taupe mist, cafe Brazil, fawn or white. **5.95**

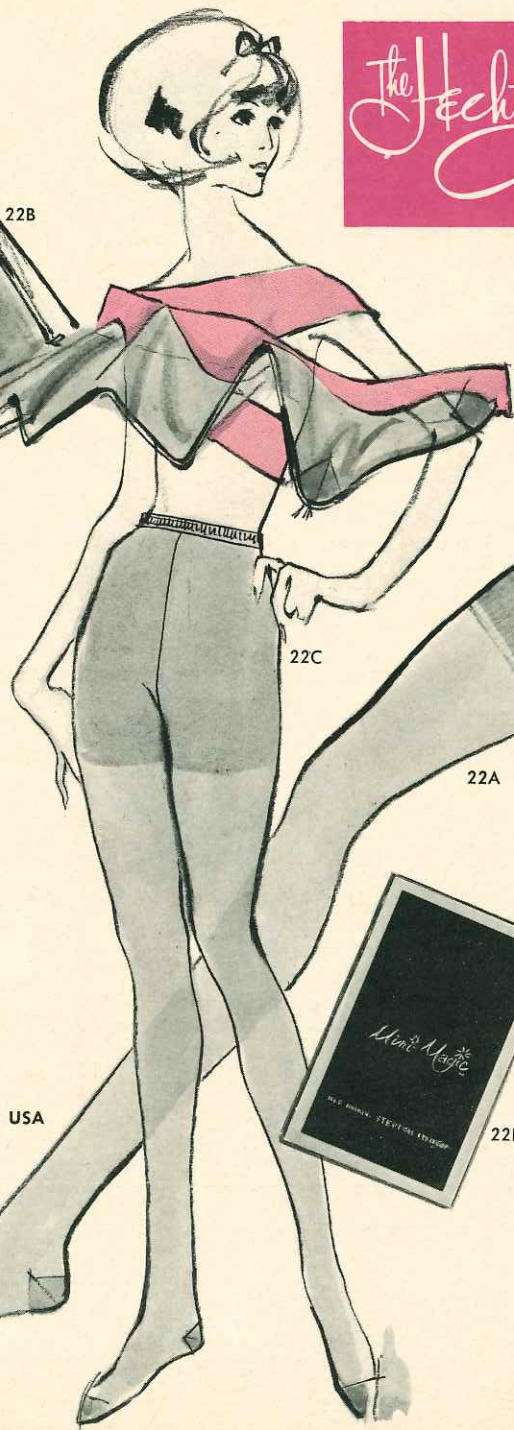
22B—Sheer, sheer seamless, 85% nylon, 15% Vyrene. Rachel, rose beige, cafe Brazil, fawn, charcoal, Irish coffee. **5.95**

Mini-Magic® by Hummingbird in Mattina® stretches to her exact size. Matte finish. Sizes A 8½-10 or B 10½-12.

22C—Panty hose in beige, tan, taupe. **3.00**

22D—Sheer seamless. Above colors plus cedar, brown or black. **2.00**
Hosiery, All 7 Stores

**THE HECHT CO. . . . CHRISTMAS TREELAND USA
FOR EVERYTHING UNDER THE TREE**



23A—Mirafoam bedrest. Zipper cover with pockets, carrying handle. Gold, turq., red, copper, moss, champagne, toast or orange cotton corduroy. Also rose, blue or sand cotton print. **17.00**

23B—Cotton velveteen pillows with buttons. Square or round in gold, lime, rose, red, orange, blue or cherry. Each **5.00**

23C—Matching corner tassel pillows. Zippered. Square or oblong. Colors as above. Each **4.00**
Art Needlework,
All 7 Stores



23D



23E

23D—Lightweight brass plated aluminum basket with floral print cotton outside, rayon taffeta lining with 2 pockets inside. By Victoria. **5.00**

23E—Silk screen print carryall with top extension zipper closing; inside zipper. Black/blue, gold toned or green/blue. By Victoria. **8.00**
Art Needlework, All 7 Stores



23A

23B



23F

23G



23H

Washable Orlon® acrylic Dearfoams with foam cushioning. Cerise, pink, turq., white. S 5-6, M 6½-7½, L 8-9.

23F—Scuff with rayon satin inserts. Also black. **3.00**

23G—Ballerina. **3.00**

23H—Boot, also red. **4.00**

Hosiery, All 7 Stores



23C





24A



24B

24A—Lustrous mink tail pill box in natural ranch, natural light brown, dyed black, natural beige mink. **12.00**

Millinery Salon, All 7 Stores

24B—Australian dyed lambscuff toque. Black, white, coffee, blue fox, beige frost, black frost. **5.00**

Hat Bar, All 7 Stores



24D

24C

24C—Our "Shell" in solid color textured rose pattern by Sally Gee. 85% Acrylic, 15% cotton. White, sand beige or black jet. S (32-34), M (34-36), L (36-38) **9.00**

24D—Our "Knit Shell" by Sally Gee. "Rose" weave of washable 100% acrylic. Back zip opening. White, Cream, Blue, pink. S (32-34), M (34-36), L (36-38) **6.00**
Fashion Neckwear, All 7 Stores

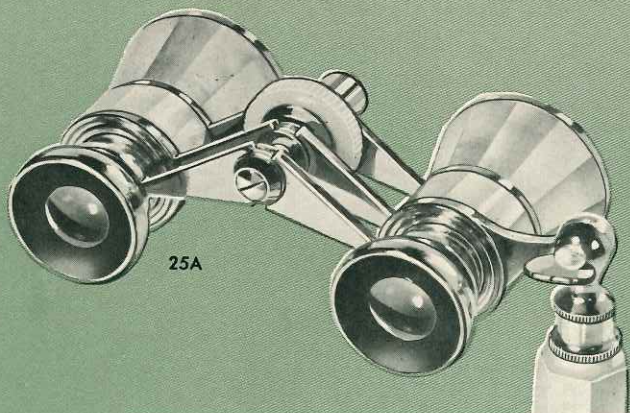


24E

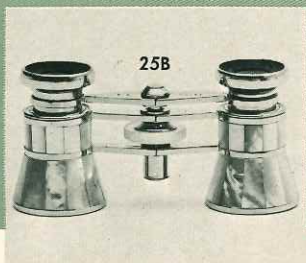
24E—Manicure-pedicure set by Arcross with rechargeable power pack. No cords. Perfect for home or travel. Gives a professional type manicure at home. **14.95**

Toiletries, All 7 Stores

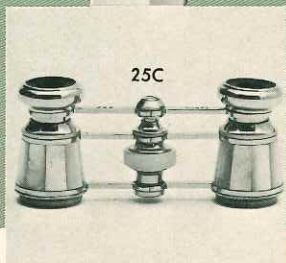
**FOR PHONE ORDER SERVICE ANY TIME
DAY OR NIGHT... CALL 737-7500**



25A



25B



25C



25D



25F



25E

25A—Pearl trimmed 3X lorgnette with gold-toned trim. Black carrying case. **24.99**

25B—Ballet glasses, 3X with simulated pearl and gold-toned trim. Black leather case. **19.99**

25C—Petite 2.5X binoculars, as above. **14.99**

Cameras, All 7 Stores

25D—Gulston's rechargeable electric lighter . . . no flame, no wick, no fuel. Lights 3 packs on 1 charge. Brushed chrome/gold-toned swirl design. **14.95**

25E—Illuminated 12" comprehensive globe handcrafted in 12 colors by Replogle. Satin gold-toned meridian and base. Washable, non-glare finish. With book of globes. **22.95**

25F—Replogle 12" Land and Sea talking globe. Looks like earth in space, all features in raised relief. Gyromatic mounted base. Washable non-glare surface. 2-33 1/3 RPM records for 30 minutes of sound and story to bring the globe to life. **16.95**

SMART PLAYS IN GIFT GIVING

26A—"Gallant Knight" chess set.

Authentic Staunton design in wood grained plastic. 2 3/4" king. With board.

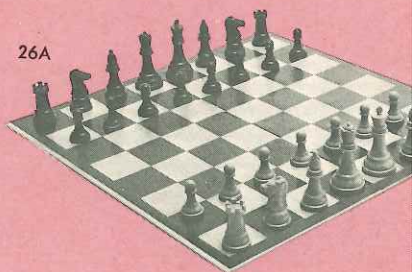
6.00

26B—Nor by Northbrook, the advanced plastic playing cards. Washable.

Beautiful colors. **7.95**

26C—Monogrammed playing cards with plastic coating, gilt edges. All initials but X. Blue, red, hot pink with white or orange-avocado. Plastic box. By Arrco.

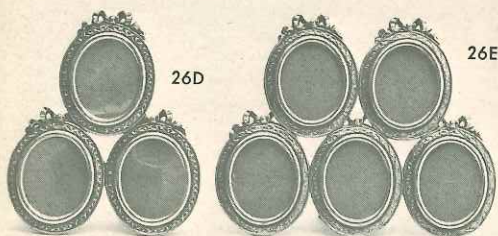
3.00



26B

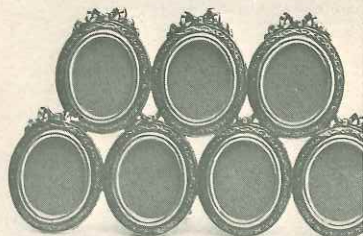


26C



26D

26E



Frames in the Italian Renaissance manner . . . sculptured antique brass finished ovals designed by Levi. As shown:

26D—Three frame. **4.00**

26E—Five frame. **6.00**

26F—Seven frame. **8.00**

Also (not shown) 2-frame **3.00**. 4-frame **5.00**. 6-frame **7.00**

Paper Elegance for the discriminating hostess, 3-ply facial tissue accessories in white with soft grey engraved initial.

26G—Dinner napkins, box of 100. **3.75**

26H—Beverage napkins, box of 60. **2.95**

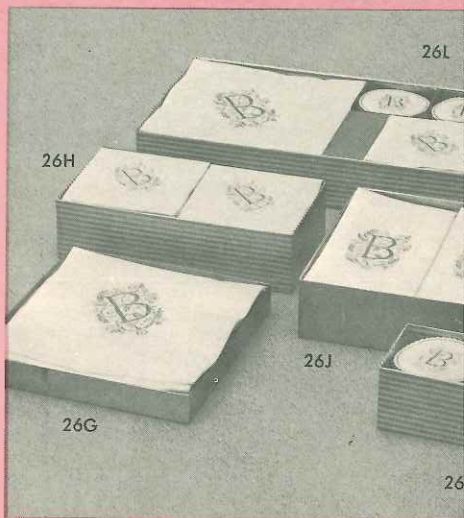
26J—Guest towels, box of 60. **2.95**

26K—Drip coasters, box of 50. **1.00**

26L—Hostess ensemble, 40 each dinner and beverage napkins, coasters. **3.95**

Stationery, All 7 Stores

**THE HECHT CO. . . CHRISTMAS TREELAND USA
FOR EVERYTHING UNDER THE TREE**



26L

26H

26J

26G

26K

27A

27B

27C

27E

27F

27G

27D

Decorative Hangers by Smart Set, each available in gold, pink, avocado, shocking, turquoise or blue.

27A—Set of 3 Knitwear brass plated hangers with rayon velvet bar. **4.00**

27B—Set of 6 Shirred rayon satin hangers. **3.50**

27C—Set of 3 softly padded dress hangers with rayon velvet. **3.00**

27D—Chair valet by Setwell with comfortable black seat, distinctive wood back. French collar hanger. **20.00**

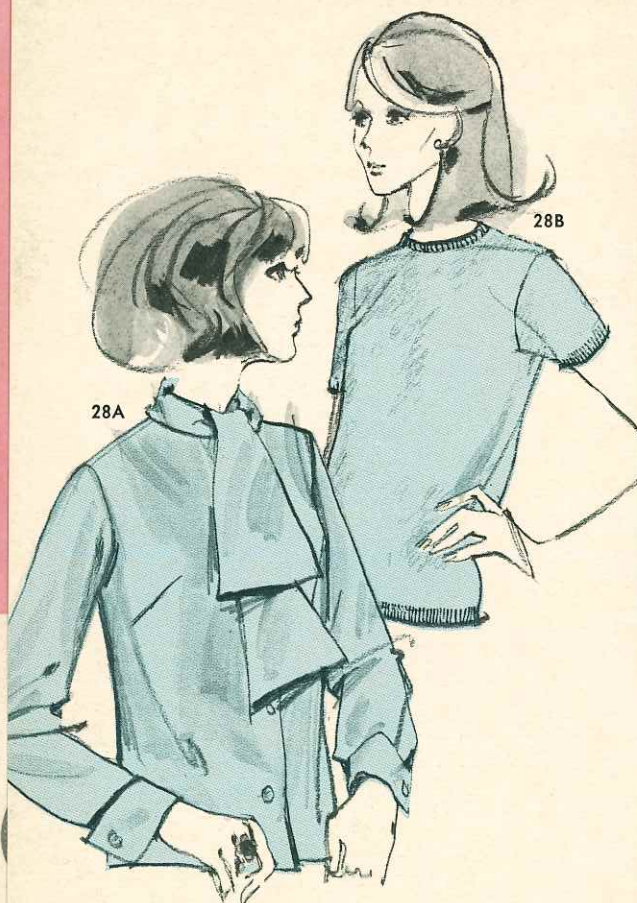
27E—Chair val-aide by Towne House with storage unit in seat. Saddle tan vinyl seat with wood and brass. **20.00**

27F—Ladies' compact Wiss Manicure Set in red or light blue leather case. Contains all necessities for home manicure. **10.95**

27G—Wiss pinking shears of hot drop forged steel with black handles, nickel plated blades. Ball bearing pivot reduces friction, makes cutting easier; precision matched teeth. $7\frac{1}{2}$ " size. **7.95**

Notions, All 7 Stores

Page 27



28A—Jabot tied, French cuffed blouse in lustrous Goldmine (85% Dacron® polyester, 15% Avril® rayon). By Teddi of California. White, beige, or light blue. Sizes 10-16. **8.00**

28B—Jewel neck shell with back zipper by Brownie. 100% Antron® nylon in white, lt. blue, pine, brown, goldenrod, beige, navy, black. 34-40. **5.00**

28C—Draped cowl sleeveless blouse in Chemstrand "Blue C"® stretch nylon; back zipper. By Joanna in black, white, brown, or green. 10-18. **10.00**

28D—Festive shell of nylon lace with the look of reimbroidered lace over sheer lining. Perfect party topping by Alice Stuart in white. Sizes 10 to 18. **12.00**
Better Blouses, All 7 Stores



CHARMING WARMERS

29A—Juniors adore the fresh prettiness of this quilted cotton robe, styled by Raymodes especially for the junior figure. In pink or blue on white background. 7 to 15. **13.00**

29B—Feminine fancy by Smart Time, this delicious fleece robe of celanese Arnel® triacetate and nylon, edged with rayon satin piping. Completely washable. Watermelon or aqua. 10-18. **18.00**. Short **13.00**

29C—Luxurious, warm and cozy robe of L'Amour, a new 100% Orlon® acrylic pile. Styled by Janet Lynn with button front, tie belt and deep patch pockets. Washable. In blue, butter or rose. 8 to 18. Short **14.00**. Long **18.00**

29D—By Loungees, this softly flattering quilted nylon chiffon robe in a dainty floral printing with Far Eastern inspired sleeves. In blue or pink print. Sizes 8 to 18. **18.00**. Short **13.00**

Robes & Loungewear, All 7 Stores



30A—Mandarin coat in a dramatic brocade print by "Evelyn Pearson." Washable cotton. Aqua, Oriental Rose or moss. Sizes 8 to 20. Short. **11.00**

Also in long, as above. **13.00**

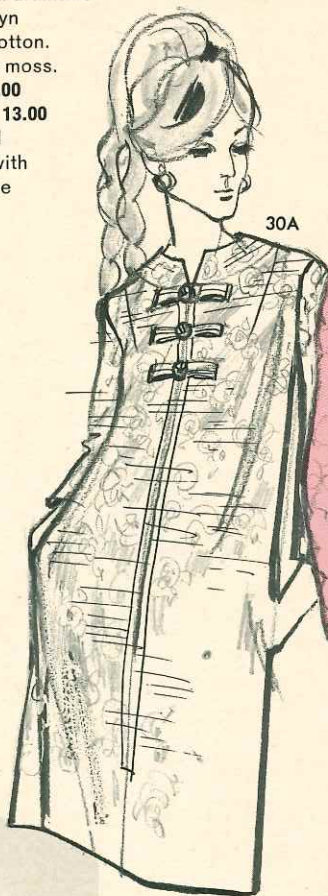
30B—Three-way quilted cotton duster rimmed with corduroy braid and rope tie. By At Home Wear in pink or blue flower print. 10-18, **10.00**; 38-44, **12.00**. Also long, 10-20, **13.00**. Robes and Loungewear—All 7 Stores

30C—Golden mylar Honey Bug mule with mid heel, open toe. N 6-10, M 5-10. **7.00**

30D—"Sioux Mox" by Tru -Stitch Shearling opera slipper in light blue, cerise, daffodil, fantasy green, white or fern. M 5-10. **5.00**

30E—"Sioux Mox" by Tru-Stitch Toasty shearling scuff in light blue, cerise or white. M 5-10. **5.00**

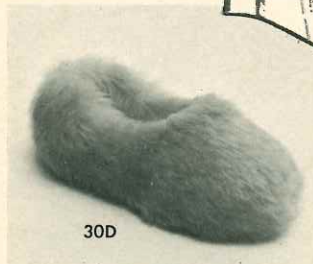
Boulevard Shoes, Slippers, All 7 Stores



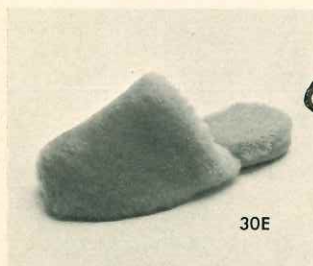
30A



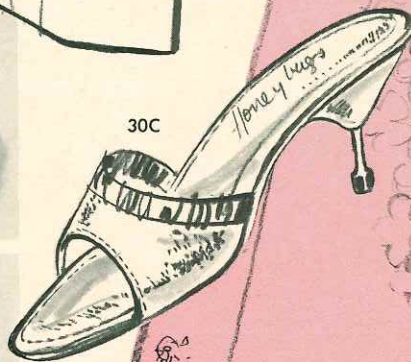
30B



30D



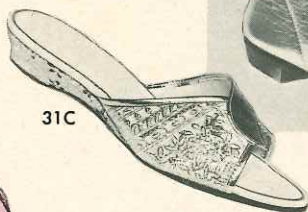
30E



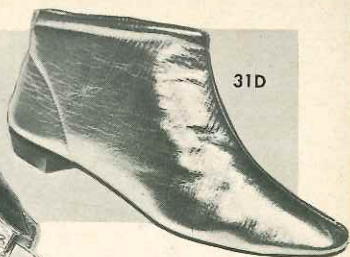
30C



31A



31C



31D



31E



31B

31A—Cuddle-up duster in fantasy quilted Caprolan® nylon tricot, prettily plumped with Kodol® polyester. I. Appel designs it with a gracious sweep, pipes the ring collar. Romance blue, aqua, pink or cherry. Sizes 10-20. **15.00**; Women's 38-44 **14.00**; Short, too. 10-18. **12.00**

31B—Posh, plush make-believe caracul duster in Malden's Orlon® acrylic pile. Fully lined as even a make-believe fur should be. By I. Appel in white or ice blue. Sizes 8-18. **15.00**
Robes and Loungewear, All 7 Stores

Nite-Aires afoot in a golden glow.

31C—Golden brocade scuff; also in white/gold or black/gold toned brocade. S, 6-10; M, 4-10. **4.50**

31D—Ankle deep golden toned boot in softest leather. S, 6-10; M, 4-10. Gold toned **8.00**

Also in black, white or silver toned. **7.00**

31E—Golden glitter jade slipper. Also in pink, black or silver toned. S, 6-10; M, 4-10. **7.00**

Boulevard Shoes, Slippers, All 7 Stores

FOR PHONE ORDER SERVICE ANY TIME DAY OR NIGHT... CALL 737-7500





32A—Embroidered front overblouse in 84% Arnel, 16% Fortrel. White, pink, blue, natural or mint by Judy Bond. Sizes 32 to 40. **6.00**

32B—Sheer 15 denier nylon over 40 denier opaque nylon button front overblouse with lace accents. By Majorette in white, pink, blue, beige. 32 to 44. **7.00**



32C
32D

32E

PREFERRED GIFT STOCK

Pants suit in 85% wool; 15% nylon homes by Cos Cob. Jacket and pants in plum, navy or loden sizes 8-16. Coordinated Orlon® acrylic sweater in lilac, cherry or powder. S-M-L. **32C—Jacket 18.00**
32D—Sweater 8.00 32E—Pant 8.00

Boulevard Sportswear, All 7 Stores

THE HECHT CO. . . . CHRISTMAS TREELAND USA
FOR EVERYTHING UNDER THE TREE

ZIP-AND IT'S WARMER

33A—Classic saddle stitched suede jacket, warmed as she likes it with zip-in Orlon® pile liner. Avanti designed with 3-flap pockets. In taupe or chocolate. Sizes 10 to 20. **50.00**

Also in black or brown leather, sizes 10 to 20. **50.00**
Suede & Leather Shop, All 7 Stores

ZIP-AND IT'S LONGER

Evening Separates from our Misses Cocktail Department. Just one from our collection.

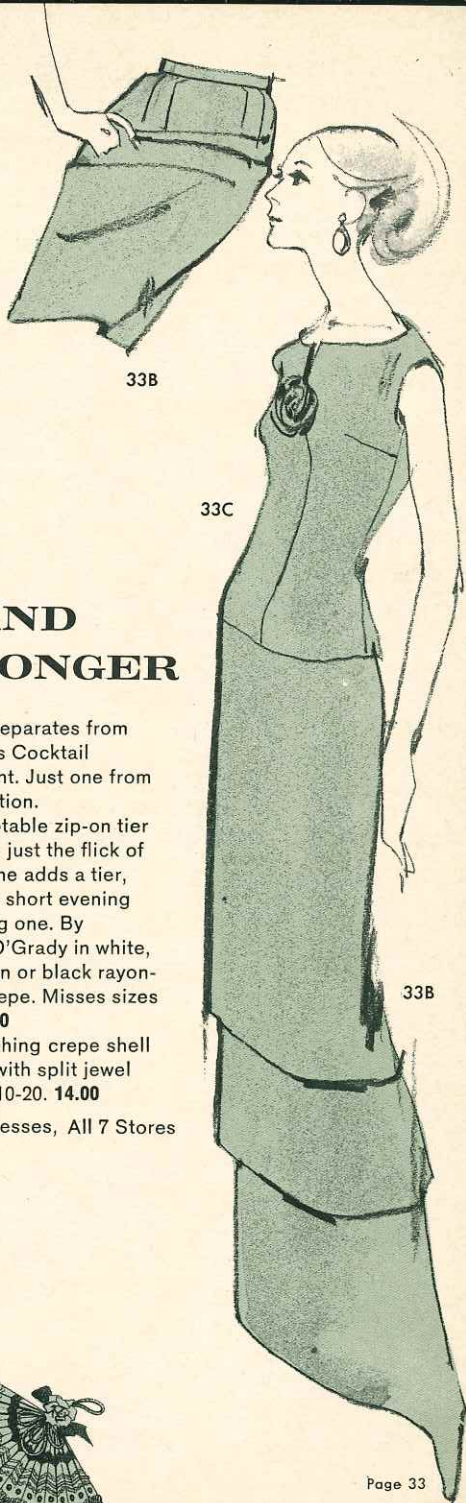
33B—Adaptable zip-on tier skirt. With just the flick of a zipper she adds a tier, makes her short evening skirt a long one. By Stephen O'Grady in white, sprig green or black rayon-acetate crepe. Misses sizes 10-20. **18.00**

33C—Matching crepe shell as above with split jewel neckline. 10-20. **14.00**

Misses Dresses, All 7 Stores



33A



33B

33C

33B



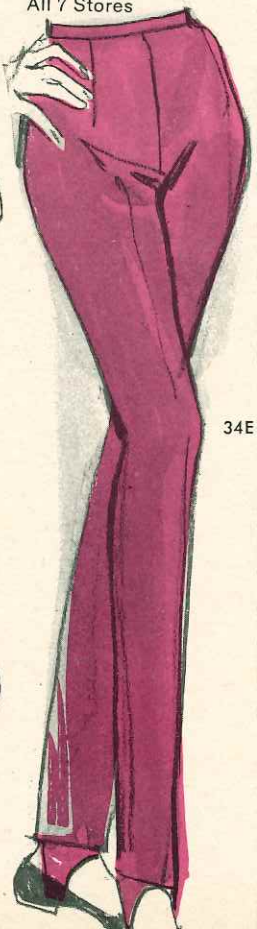


By Halpern & Christenfe
34A—Pull-on Orlon® acry
 cotton chenille top. Two
 pink/walnut, poster blue/
 blue, violet/green. S-M-L
34B—Homespun viscose
 nylon/acrylic bonded sla
 Pink, walnut, poster blue
 violet. 10-18. **12.00**

By Alex Colman
34C—Border print acetat
 tunic top. Palm green, s
 pink or turquoise comb
 10-18. **12.00**

34D—Stretch rayon/nylon
 slacks in gold, turquoise
 green or shocking pink. 1
14.00

34E—Pantsmaker Perman
 Press bonded proportio
 vertical stretch slacks. B
 loden, royal, berry. S 8-14
 M 10-18, T 10-18. **12.00**
 Town & Country Sportsw
 All 7 Stores



WOMEN'S WORLD GIFT IDEAS



For the young at heart from our Women's World . . . Graceful Bonded Arnel jersey separates, styled with Lady Prestige flattery in a vibrant blue/grape print. Size 38-44.

35A—Jacket 12.00. 35B—Skirt 10.00 35C—Pants 12.00. Wonderfully wearable acetate knit mixables by Carol Henry. A year round delight in tropical pink, Caribbean blue or jet black. Designed especially for sizes 38-44.

35D—Draped neck blouse. 10.00

35E—Slimline skirt. 11.00

35F—Matching roses, all delicately embroidered highlight this handsome Acrilan® acrylic knit jacket sweater. Knit by Bams and prized for its warmth, beauty, washability and no-season limits. White, black, blue, rose, lilac, avocado green. Sizes 40-46. 12.00

YOUNG LOOK FASHIONS



36A—Height of fashion pant suit in cotton homespun with fully lined hacking jacket, stovepipe pants. By Glenora. Orange, off white, blue. 5-15. **25.00**

36B—Little Lord Byron look separates by Banberry Cross. Snappy quilted pin stripe notch collar jacket. **20.00.** **36C**—Quilted flip skirt with rhinestone buckled silvery belt. **13.00.** Both in charcoal/white stripe. 5-15.

36D—Lord Byron white ruffle front shirt. 7-15. **12.00**

36E—Junior Petites flounce bottom double knit cotton shift by Kandy Kaye. Sky blue with orange, yellow. Sizes 3-13. **18.00**

Junior Sportswear, All 7 Stores

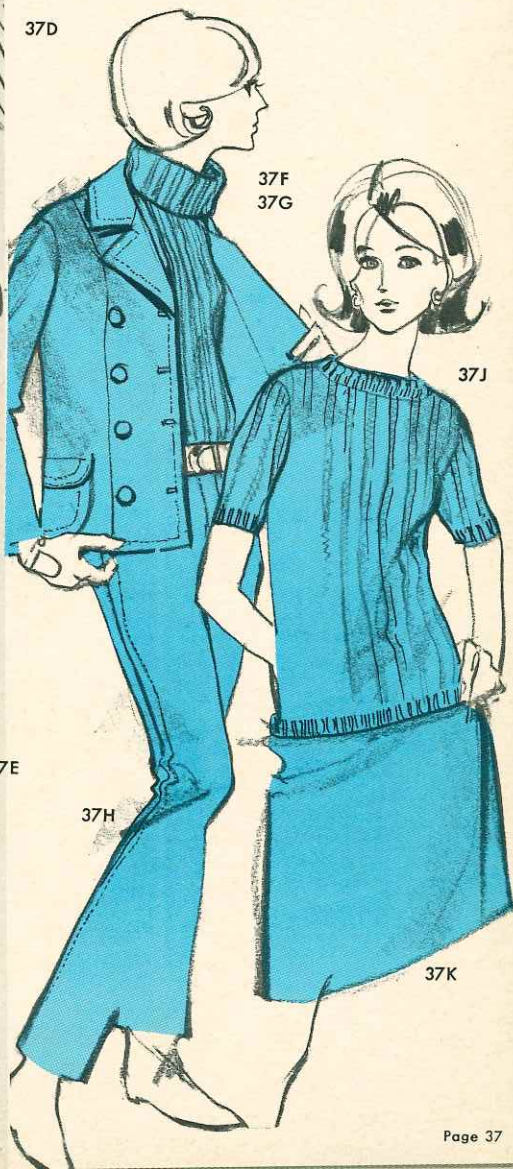


Pantree mates in olive, plum or navy wool. All in sizes 5-15.
37A—Pea jacket. **17.00.** **37B**—Acrilan® acrylic striped sweater. S, M, L. **10.00.** **37C**—Belted stovepipe flannel pants. **10.00.** **37D**—Striped military sweater. Tan/navy, olive, plum or brown. S, M, L. **8.00.** **37E**—Belted hipster pants. **10.00**

Kelita matches in all wool covert. Blue frost for sizes 5-15.
37F—Orlon® acrylic poor boy 34-40. **10.00.** **37G**—Pea jacket. **23.00.** **37H**—Fully lined stovepipe pants/white belt, brass buckle. **15.00.** **37J**—Wide rib Orlon® acrylic striped sweater, 34-40. **8.00.** **37K**—No waist skirt. **13.00**
 Junior Sportswear, All 7 Stores



37D



38A

38B

38C

GRANNY GOWN CHARMERS

For her Sleepwear Wardrobe . . . All by Schrank

38A—Brushed cotton dreamer in dainty pastel checks, sweetened with ribbon and lacy bib yoke. Soft, warm and lightweight. Pink or blue, sizes 34-40. **6.00**. Also available, pajamas to match, as above. **6.00**

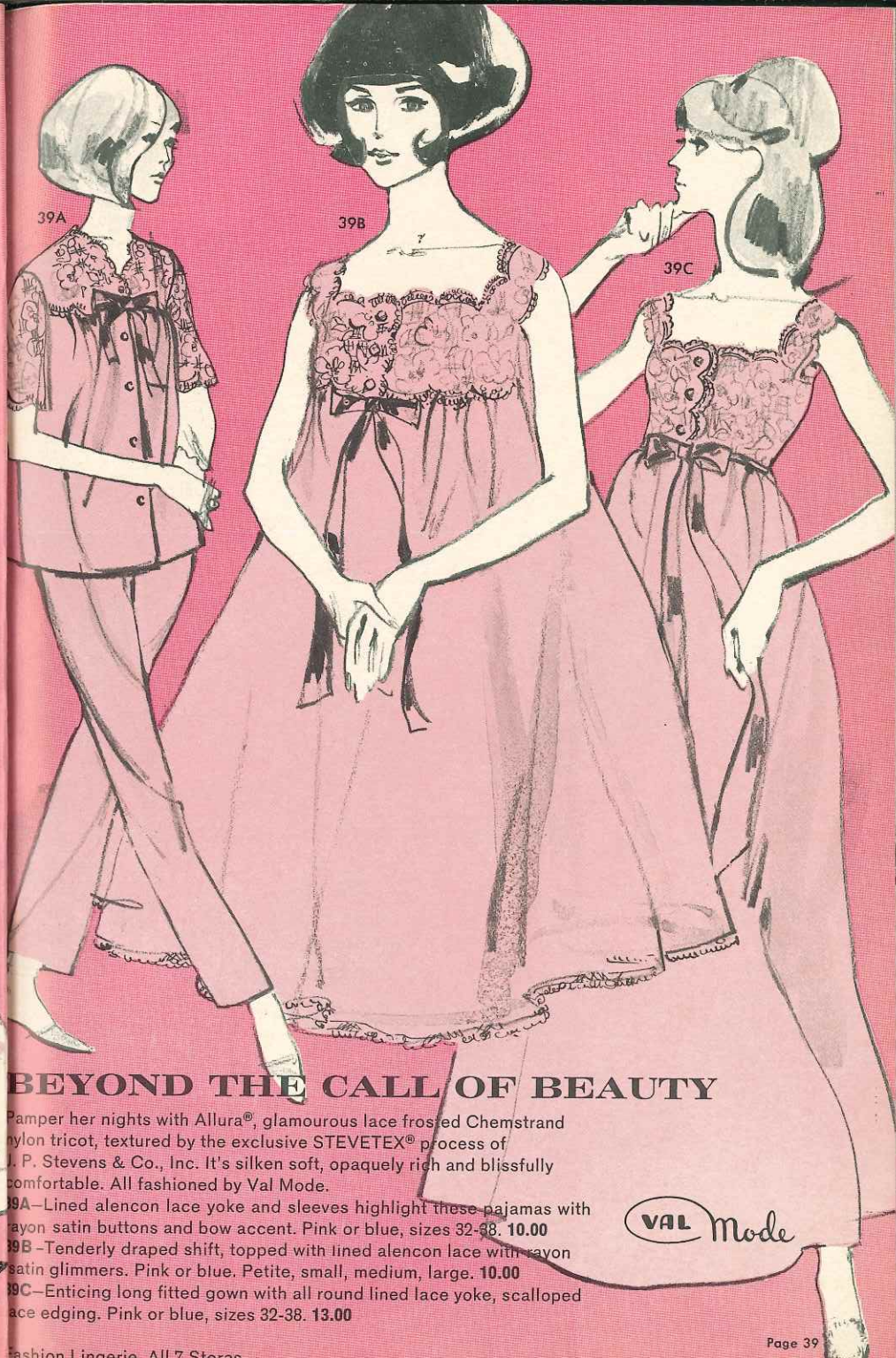
38B—Cozy Cuddlesuede gown, a luscious brushed acetate and nylon tricot for warmth without weight. Fleurette embroidered yoke, rayon satin piping. Pink or blue. 34-40. **7.00**. Also pajamas, 34-40. **8.00**. Shift gown, S-M-L. **6.00**

38C—Permanent press all cotton flannelette gown printed with French roses blooming. Scalloped and piped accents, bowed with moss-green rayon satin. Pink or blue, 34-40. **6.00**. Matching pajamas, 34-40. **7.00**. Shift gown, S-M-L. **6.00**

Fashion Lingerie, All Stores

Schrank's





BEYOND THE CALL OF BEAUTY

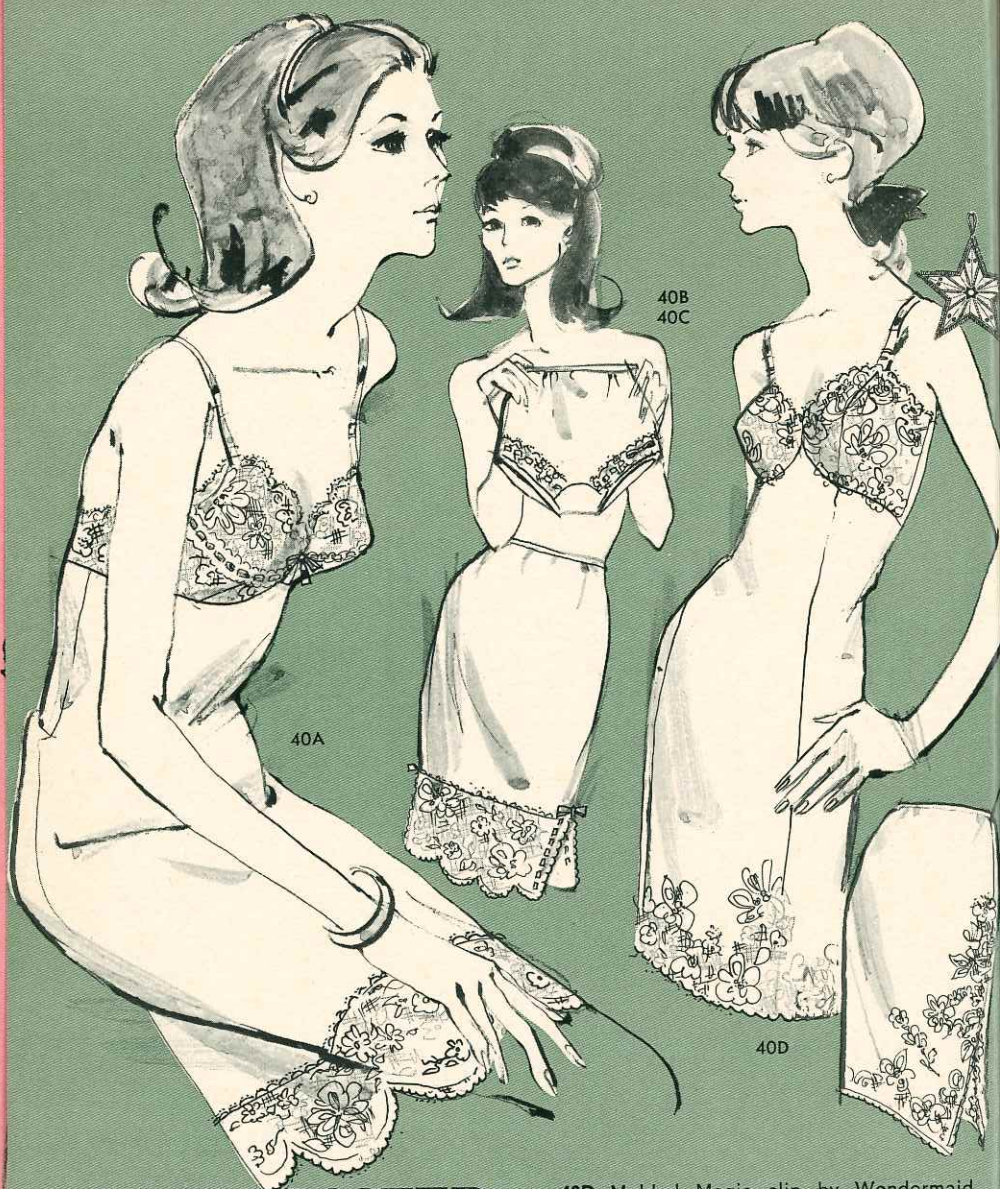
Pamper her nights with Allura®, glamorous lace frosted Chemstrand nylon tricot, textured by the exclusive STEVETEX® process of J. P. Stevens & Co., Inc. It's silken soft, opaquely rich and blissfully comfortable. All fashioned by Val Mode.

39A—Lined alençon lace yoke and sleeves highlight these pajamas with rayon satin buttons and bow accent. Pink or blue, sizes 32-38. 10.00

39B—Tenderly draped shift, topped with lined alençon lace with rayon satin glimmers. Pink or blue. Petite, small, medium, large. 10.00

39C—Enticing long fitted gown with all round lined lace yoke, scalloped lace edging. Pink or blue, sizes 32-38. 13.00

VAL Mode



LACE FROSTED LOVELINESS

40A—Chateau® slip by Warner's with Compli-Fit® bra-shape bodice prettied with treasured lace. White, black, gentle pink or dash away red Antron® nylon tricot. Chemise length in sizes 30-36. S 32-38, A 32-40. **6.00**

40B—Chateau half slip as above. Mini S; Short short S, M; Average S, M, L. **4.00**

40C—Matching Briefs, 4-7. **2.25.**

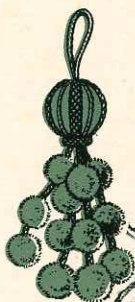
40D—Molded Magic slip by Wondermaid with imported hand cut lace on Allura® nylon tricot. White or blush. S 32-38, Average 32-40. **9.00**

40E—Matching petticoat with cocktail slash. White or blush. Short S-M, Average S, M, L. **6.00**

Lingerie, All 7 Stores

Allura® of 100% Chemstrand Nylon tricot. Textured by the exclusive Stevetex® process of J. P. Stevens and Co. Inc.

41A
41B



41C
41D



41A—Glamorous quilted Antron® nylon fleece duster with nylon tricot lining, Dacron® polyester filled. By Gossard Artemis with satin embroidered mandarin collar. Lovely in turquoise, gold or cherry. 10 to 16. **20.00**

41B—Match-mated nylon tricot pajamas in the same colors, embroidered front. Sizes 32 to 38. **10.00**

Fashion Lingerie, All 7 Stores

41C—Brilliant Moon Flower printed and quilted nylon tricot duster by Miss Elaine. Kodel® polyester Fiberfil. Hers in pink, blue or maize. Sizes S-M-L. **12.00**

41D—Appliqued print overlay, on this nylon tricot shift matches Moon Flower duster. Same colors. S-M-L. **7.00**

Boulevard Lingerie, All 7 Stores

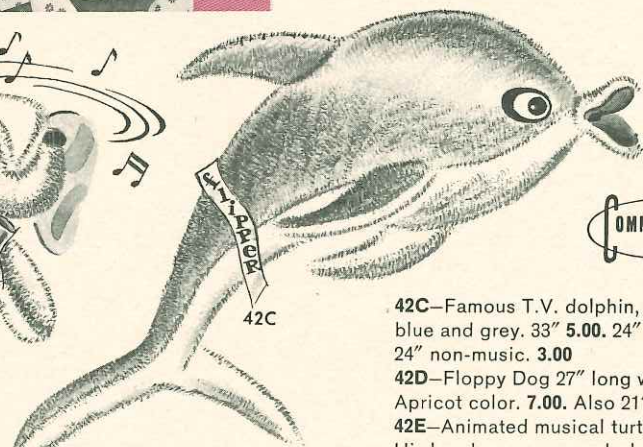
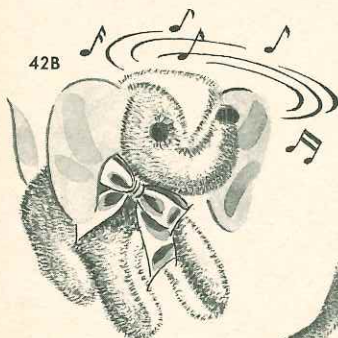
THE DECORATIONS ON THE FRONT COVER AND THROUGHOUT
THE BOOK ARE AVAILABLE IN OUR TRIM-A-TREE SHOPS

HAPPINESS IS A TOY

Softest cuddle toys of rayon plush, styled by Commonwealth Creative Playthings.

42A—Cuddle cat doll with percale print dress. Red with white. **5.00**

42B—Animated musical pink elephant plays a merry tune while his head and trunk move around. 8" high. **3.00**



COMMONWEALTH
creative playthings

42C—Famous T.V. dolphin, "Flipper" in blue and grey. 33" **5.00**. 24" musical, **5.00**. 24" non-music. **3.00**

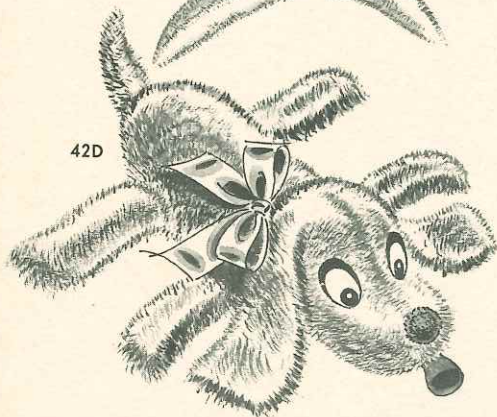
42D—Floppy Dog 27" long with 9" ears. Apricot color. **7.00**. Also 21" size. **4.00**

42E—Animated musical turtle is 11x7" high. His head moves around while Swiss music box plays. In pink or blue. **5.00**

42F—"Suzy" doll, animated, musical; stretches, squirms and moves in her sleep. Pink or blue with vinyl face. 11½" long. **3.00**

42G—Apricot cuddle bear with pompom nose. 19" high. **6.00**

All with locked-in eyes.



Infants' Department, All 7 Stores





43A—Raggedy Ann, a favorite for generations. By Knickerbocker. Red wool wig, locked in eyes; gaily dressed. **3.50**

43B—Raggedy Andy, as above. **3.50**. Either with music. **5.00**

43C—Zipper front vinyl house slipper with matching cuff; white crepe sole. Blue or red. Size 4-8. **3.00**

43D—Rayon velvet "Go-Go" slip-on slipper with elastic side gores. Molded sole. Red with black gores and binding. 4-8. **4.00**

43E—White fur cuffed rayon velvet slipper with zipper closing. Red or blue. Sizes 4-8. **3.50**

43F—White vinyl carriage boot with back zipper, scalloped vinyl rim. Sizes 1-3. **3.00**

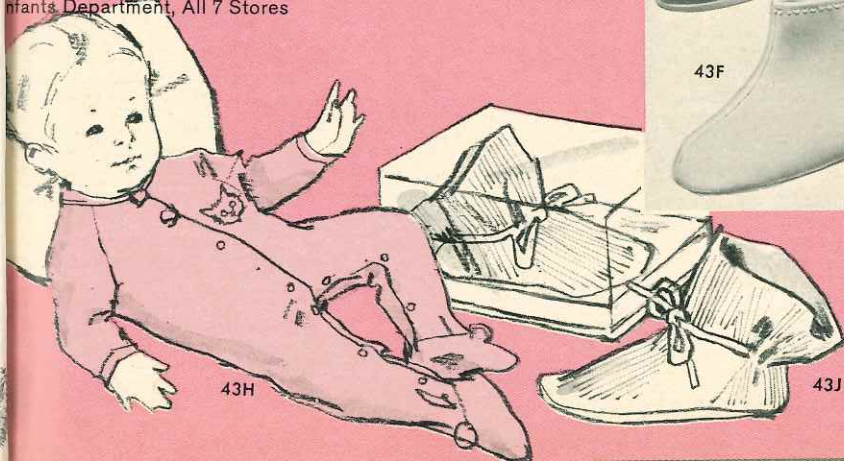
43G—(Not Shown) White vinyl back zippered high boot, flexible walking sole. Sizes 4-8. **6.00**

Slippers all by Mrs. Day's Ideal Shoe Co.

43H—One-piece stretch nylon snap front sleeper with applique rim. White, pastels. By Kiddie Kover. Birth to 12 mos. **3.00**

43J—Cotton corduroy TV booties, cotton flannel lined. By Pattee. White, maize, blue, red. M, L, XL. Washable. **1.80**.

Infants Department, All 7 Stores





TINY SIZE GIFT MAGIC

44A—Fluffy Dacron® polyester organza dress in pink, blue, maize. 12, 18 mo. **8.00**

44B—Pretty baby in Dacron® and cotton with tiny tucks and lace. As above. **6.00**

44C—Pleated front Dacron® and cotton with tucked yoke. As above. **6.00**

44D—Jumper look dress with ruffled panty. Cotton print/eyelet trim. 12, 18 mo. **5.50**

Dress-up Time all by Castro.

44E—Longlegs, by Softskin.

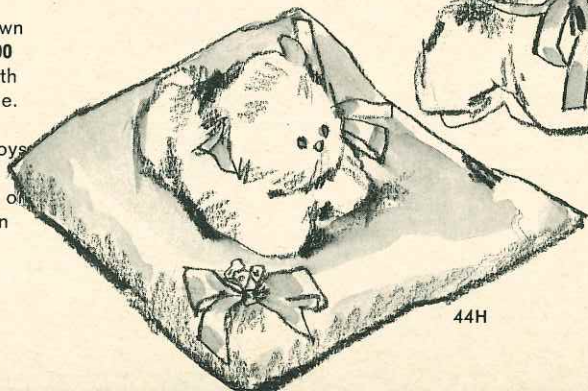
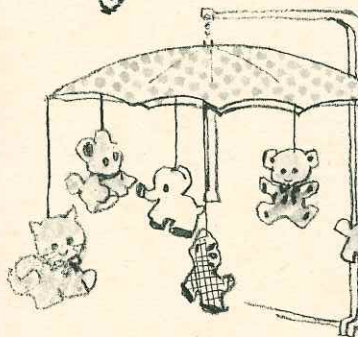
Lovable, huggable cotton clown filled with foam. Red/white. **2.00**

44F—Animal shower mobile with 6 pert, puffy pets. Pink and blue. **3.00**

44G—Bunny fur kitten by Pet Toys in white, pink or gold. **2.00**

44H—Plush pajama bag in pink or blue with white bunny fur kitten by Pet Toys. **3.50**

®DuPont's Reg. T.M. For Acrylic Fibers





45A



45C

45A—Rumba ruffle tights by Trimfit in white stretch nylon with white and red lace ruffles. Layette 6-18 mo. and 1-3x. **2.00**

45B—Sailor stretch coverall in Dacron® polyester-stretch nylon by Trimfit. Gripper front, snap crotch and pompom on square toes. Powder blue or red/white. M (12-20 lb.), L (20-28 lb.). **4.00**

45C—Kud-L-Wrap in cotton velvetry with foam filled terry toy. White with gay nursery print. By Pindyck. 12 and 18 month sizes. **4.00**

45D—Fancy weave Orlon® acrylic cardigan by May Knitting. Easy-care, soft to the touch. White, pastels with matching buttons. 12 and 18 mo. size. **3.50**

45E—Pony-go-round musical animated carousel. **4.00**

Infants, All 7 Stores

45B



45D



45E

**OUR MARTHA JEAN FESTIVE GIFT WRAPPING
ADDS A PERSONAL TOUCH TO ALL YOUR GIFTS!**



46A—Raincoat-umbrella-kerchief. Vinyl over red, royal cotton print. By Dolphin. 3-6x, **7.00**, 7-14, **8.00**

46B—Bonded Orlon® acrylic knit 2-pc. suit by Tricia. Navy or red. 2-4, **10.00**; 3-6x, **12.00**; 7-14, **13.00**

46C—Striped Acrilan® acrylic Stretchini pullover. Orange or turquoise. 4-6x, **6.00**; 7-14, **7.00**

46D—Matching wool flannel swing skirt by Stretchini. 7-14, **7.00**; 3-6x with pleats, **4.00**

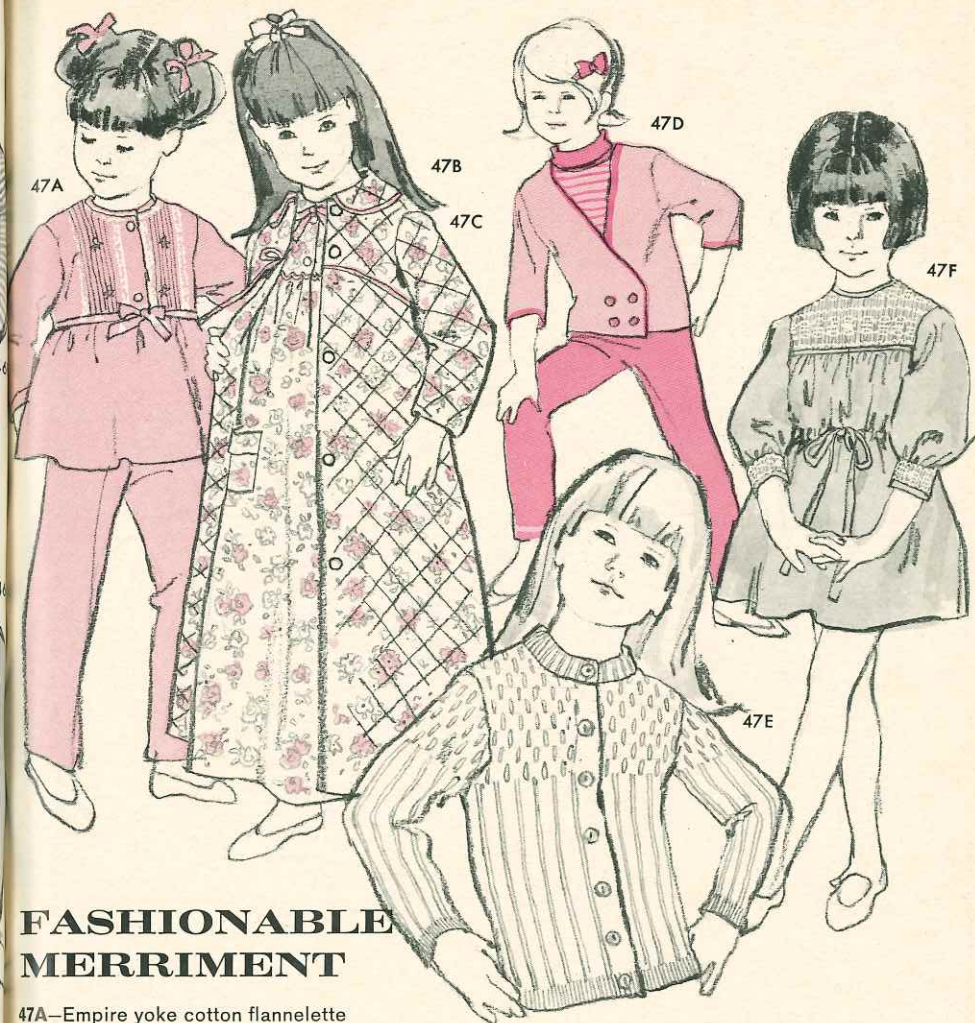
46E—Seamless stretch nylon tights. White, gold, plum, navy, loden. Stretchini. 4-14, **2.00**

46F—Double ribbed nylon/polyester top. Stretchini. Orange, turq., plum, navy, gold. 3-6x, **3.00**, 7-14, **4.00**

46G—Two-way stretch Actionwear "Blue C"® nylon pants. Colors above. 3-6x, **3.00**, 7-14, **4.00**

46H—Glamorous hat box by Pyramid. Black patent vinyl, blue, red, bone simulated leather. 13", **4.00**, 17", **5.00**





FASHIONABLE MERRIMENT

47A—Empire yoke cotton flannelette pajama with ribbon, lace and tiny rosebud medallions. By Sally Schrank. Pink, blue, yellow. 4-14. **4.00**

Not shown, matching gown. **4.00**

47B—Full length quilted cotton robe in pink or blue print by Sally Schrank. 4-6, **8.00**, 8-14, **10.00**

47C—Cotton challis gown to match. 4-14, **4.00**.

Not shown, matching long pajamas. **4.00**
Girl's Furnishings, All 7 Stores

47D—Three-piece combed cotton double knit slack set. By Berkshire Sportswear. Double breasted cardigan, sleeveless striped shell. Pink/red or blue/turquoise. 3-6x, **7.00**. 7-14, **8.00**

47E—Poor boy cable yoke cardigan of 100% Orlon® acrylic by May Knitting. Easy to care for, retains its shape. White, pink, yellow. 7-14, **7.00**. 3-6x, **6.00**

47F—All rayon voile dress by Kate Greenaway. Has contrasting smocking on yoke and cuff of three-quarter sleeve, drawstring belt. Blue/yellow smocking. 3-6x, **8.00**; 7-14, **10.00**

®DuPont's Reg. T.M. for its acrylic fiber
Tots & Toddlers, & Girls Departments,
All 7 Stores

**FOR PHONE ORDER SERVICE ANY TIME
DAY OR NIGHT... CALL 737-7500**

48A—Tinkerbell brush, comb, mirror set with embroidered gingham. White, pink, blue, yellow. **3.25**

48B—Fresh Tinkerbell bath set. **2.25**

48C—Bubble bath and cologne spray. **1.75**

Dainty white nylon lingerie by Her Majesty.

48D—A-line bonded lace slip, 4-10. **3.00**

48E—Lacy leg tights, 4-14, white. **3.00**

48F—Panties to match slip, 4-14. **1.00**

48G—Charming bonded lace nylon tricot robe.

Pink, blue, mint. 4-14. **7.00**

48H—Matching pajamas with lace yoke, ruffle trim.

Colors, sizes as above. **5.00**

Not shown, waltz gown, as above. **5.00**

Girls Furnishings, All 7 Stores

48J—Smocked cotton dress and kerchief by

Sparkle in pink, blue or peach. 2-4, **4.29**

Sizes 3-6x, **4.29**; Sizes 7-12, **5.00**

Boys & Toddlers & Girls, All 7 Stores



tax for orders delivered in Wash-
nd, 2% or 3% where applicable
red in Virginia. Beyond our free
1 50¢ for handling and shipping
-additional item. Bulk merchan-

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WASHINGTON,
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**"F" S
WASHIN
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Order Department

The Hecht Co.

The Fleet

Add 3% Sales Tax for orders delivered in Washington or Maryland, 2% or 3% where applicable for orders delivered in Virginia. Beyond our free delivery area add 50¢ for handling and shipping charges for each additional item. Bulk merchandise shipped express or freight collect. Please allow up to 10 days for delivery when ordering by mail.

☐ Mdse. Certificate (payable on local delivery)

☐ Charge to my account☐ Check or M.O. enclosed

☐ Send C.O.D. (50¢ Handling Charge within our delivery area. Minimum C.O.D. Order \$3.)

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Please send the following gifts as indicated and ☐ charge to my account ☐ check or M.O. enclosed ☐ merchandise certificate

Catalog No.	Quantity	Description	Size	Color 1st Choice	Color 2nd Choice	Price

Send to:

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City _____

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☐ Cards for gifts included
Special instructions _____

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it forms an envelope that will safely contain
checks and gift cards.



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Before sealing—please be sure sizes and colors are specified — also 2nd choice . . . Names and addresses are printed plainly . . . your remittance is enclosed or charge account is used.

Then — fold the ends and centers . . . seal flap of this envelope.

FOLD HERE

FOLD HERE



YOUNG DELIGHTS



49A



49B



49A—Cloisonné cuff bracelet and ring.
3.00

49B—Cultured pearl/gold filled chain.
2.00

Both designed by Burntwood.

49C—Quilted nylon duster by Tom
Girl lined with Kodel® Fiberfil in pink,
blue, maize. 4-6x, 7.00; 8-14, 8.00

©Reg. T.M. For Eastman's Polyester Fiber

49D—Brushed acetate-nylon robe by Tom
Girl with satin ribbon beading, pleated
nylon sheer. Pink, blue, maize. 4-14. 8.00

49E—Matching p.j.'s. 4-14. 5.00 Matching
Granny Gown. (Not Shown) 4-14. 5.00

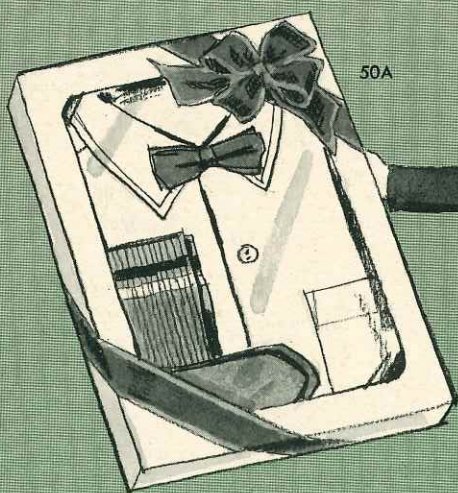
49F—Girl's Orlon® acrylic knit hat by
Sandler in white or red. 1 size fits 3-7.
2.29

49G—Helmet-face mask in navy, red,
brown or olive Orlon® acrylic. For 3-7.
2.29

49H—Ballerina umbrella by Frankford in
red acetate with her name. Specify age.
3.00

Tots & Toddlers & Girls Furnishings,
All 7 Stores





50A—Gentlemanly set: white broadcloth shirt with bow tie and stretch socks in red, navy or olive. By Big Top for sizes 3-7. The set. **3.00**

50B—Eton suit in double knit cotton with cardigan jacket, contrast edging. Matching suspender shorts. By Good Lad. Navy or berry. Toddler sizes 2-4. **7.00**

50C—Double knit cotton hi-rise shortall with striped short sleeve poor boy shirt. From Good Lad. Berry or navy with white stripes. Toddler sizes 2-4. **5.00**

50D—12-Way Suit by Hi-Line in wool and nylon blend. Plaid jacket reverses to solid, plaid vest reverses to solid, solid slacks and short. Navy/red, brown/camel. 2-4. **\$14.** 3-7. **\$16**

50E—Duo in Orlon® acrylic knit from Pickwick. Novelty tweed cardigan in honey amber, claret, or navy. Easy to care for, soft of hand. **6.00.**

50F—Long sleeve mock turtleneck slipon in honey amber, navy or claret solids. **5.00** Both in sizes 4-7.

®DuPont's Reg. TM For Acrylic Fiber

Toys and Toddlers—All 7 Stores



50F

51D
51F

51E
51G



51B

51A—Delightful comb, brush and mirror set by Fabil in white and pink. Ages 3-7. **2.00**

51B—Metal safe bank with combination lock by Fabil. **3.00**

51C—Double gun and leather holster set by Fabil. **2.29**

Westward ho! Elaborately embroidered cotton western suits from J Bar T. Machine washable.

51D—Boy's red/black, gold/brown; 2-7. **6.00**

51E—Girl's turquoise or red; 2-6x. **6.00**

51F, 51G—Top it with Sandler's wool felt western hat. Red, black, tan. S-M-L. **2.29**

Bleached white U.S. rabbit fur accessories by Bender.

51H—Head hugger hat. 3/6 or 7/12. **4.00**

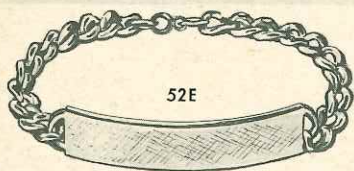
51J—Full barrel muff. Tots, **3.00**; girls, **4.00**

51K—Tasseled toboggan cap in Creslan® acrylic and mittens in Creslan® and stretch nylon. White, red or navy. By Nolan. S(2-4), M(5-8), L(9-12). **4.00**

Tots and Toddlers
Girls Furnishings—All 7 Stores

51J

51K



Initial gifts by Hickok. Initials combine gold and silver tones. All except I, O, Q, U, V, X, Y, Z.

52A—Color embroidered initial on white handkerchiefs. 3 for 1.50

52B—One size black stretch belt with initial buckle. 2.00

52C—Top grain cowhide wallet. Black/inlay initial. 3.00

52D—Tie bar and cuff link set with initial. 3.00

52E—ID bracelet by Hickok; non-tarnishing gold or silver toned finish. 3.50

52F—Harness leather 1 1/4" belt. Tan or black, 24-32 by Hickok. 2.50

52G—Plaid cotton flannel MacPhergus robe. Blue, green, red. S (6-8), M (10-12). 4.00 L (14-16), XL (18-20). 5.00

52H—Coat or middie, flannel or broadcloth p.j.'s. Asst'd colors. 8-20. 3.50

52J—Cotton knit p.j.'s. Blue, olive, red, maize, burgundy, green, gold; 6-12. 3.00. 14-20. 3.50

Boy's Shop, All 7 Stores

THE HECHT CO. . . CHRISTMAS TREELAND USA
FOR EVERYTHING UNDER THE TREE



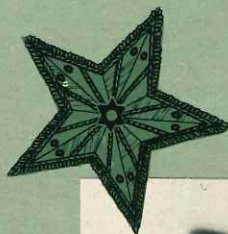
53A—Permanent press long sleeve classic knit of 65% Dacron® polyester, 35% cotton. From Rob Roy in loden, blue or gold. Sizes 8-16. **4.00**

53B—Six button hi-vee cardigan is 85% Shetland wool, 15% other wool, Lycra® spandex at cuffs, waist. McGregor knits in two pockets for good measure. Brown heather, green heather or wine heather. 8-16. **8.00**; 18-20, **10.00**

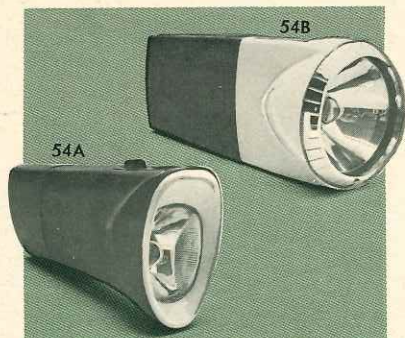
53C—Machine wash and dry 100% virgin lambswool sweater. Robert Bruce styled with saddle shoulder, v-neck. Lycra® spandex powered cuffs and bottom. Brick, pumpkin heather, coffee or bottle green. 8-12, **8.00**; 14-20, **10.00**

53D—Zippy long sleeve poor boy in a rich double knit cotton with convertible turtleneck. Styled by Rob Roy in heather shades of toast, loden, burgundy or blue. Sizes 6 to 20. **4.00**

53E—Genuine pigskin palmed gloves with 55% lambswool, 30% raccoon, 15% nylon knit backs. Water repellent palms. Black, camel or loden by Fownes. Sizes 5-7 (7-11 yrs. old); S-M-L (for boys 12 to 16). **2.59**



Boy's Shop, All 7 Stores



GIFTS FOR PLEASURE

Gulton rechargeable flashlights never need batteries, use in homes, auto, boats.

54A—Meteor in lipstick red or charcoal. **5.95**

54B—Commodore with 1/2 mile beam. **9.95**. Also, Imperial, **7.95**; Zoom. **12.95**

Paint Department, All 7 Stores

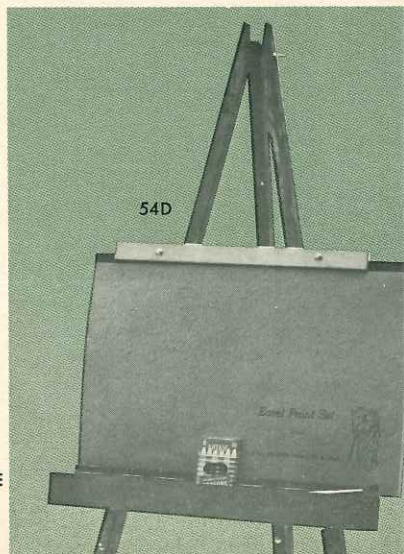
54C—Easel and oil paint set. 5' portable easel, Grumbacher paints with book, palette, mediums pre-sketched ready to paint canvas. **7.99**

Also permanent pigments oil painting set. **9.75**

54D—Children's deluxe equipped easel set for children 6 to 16. 6 jars non-toxic paint, pad, brush and crayons. **6.95**. Extra pads, 12x18" **3/1.00**

Art Supplies, All Stores Except Laurel

54E—Electric Socks and Mitten Set by Regalia. Operates on 2 batteries like tiny electric blanket. Safe and comfortable. S, M, L Set **14.95**
Sporting Goods, All 7 Stores



SPEED YOUR SHOPPING WITH "CHARGE IT" CONVENIENCE
USE YOUR HANDY 30-DAY SHOPPING PLATE



55A



55B



55F

55E

55D



55C



55G



55H

55A—Bunny fur collared vinyl slipper in pink or lt. blue by Klickette. Sizes 9 to missy 3. **3.50**

55B—Shearling banded Klickette slipper in pink, lt. blue. Missey 12-3, **3.00**, teens 5-9. **3.50**

55C—Fluffy, warm Acrilan® acrylic shearling pile opera slipper in light blue or cerise. "Sioux-Mox" by Tru-Stitch. 9-3. **3.00**

55D—Boys' machine washable corduroy with concealed side gore. Commended by Parent's Magazine. Red/black plaid, brown/tan tartan. By Wellco. Infant 6-youth 3. **3.50**; 3½-10. **5.00**

55E—Children's corduroy Romeo, machine washable. Commended by Parent's Magazine. Red, blue, pink or light blue with side gore. Infant 6 to missy 3. By Wellco. **3.50**

55F—HiPal by Wellco unlined 8" boot of finest full grain steerhide, purolite soles. Mildew and fungus resistant lining, foam cushioned socks. Seminole Tan. Sizes 10-3. **11.00**; 3½-big boys 10. **12.00**

55G—Jan, genuine handsewn vamp loafer by Viner. Brown or mahogany. 4½ to 9 Teens, A, B, C, widths. **11.00**

55H—Trixie, brown tassel loafer by Viner. Missie sizes 12½-4 in B, C, D, widths. **9.00**. Teen sizes 4½-9 in A, B, C, widths. **10.00**

Children's Shoes, All 7 Stores

CAN'T GET OUT TO SHOP? USE OUR HANDY MAIL ORDER COUPON IN THE CENTER OF THE BOOK



GIFTS FOR HOME

56A—Adjustable Leg-Lounger ottoman by Pearl-Wick, vinyl upholstered cushion, scalloped brass finished base. Tan, gold, green, ivory, brown or black. **10.98**

56B—Val-O-Seat with upholstered back, removable hanger, jewelry tray, pants rack, and under-the-seat shoe rack. By Pearl-Wick. Black, brown or tan vinyl. **18.00**

Hassocks by Babcock-Phillips

56C—Round stuffed hassock, 24x13½" with white, beige, gold, olive or black wipe-clean vinyl. Saddle stitched. **14.00**

56D—Taboret: 2 loose tasseled pillows on ball caster base. Gold toned base with white and olive pillows or oxblood black with white and persimmon pillows. Vinyl. **30.00**

56E—Early American cricket stool with hand hooked cotton rug top bordered in red, green or beige. Maple finished turned legs. 100% foam pad. **7.50**

56F—Mediterranean styled hassock on heavy turned legs. Cloth backed vinyl in red/gold or black/gold decorative print. 24½x16½x14½". **12.00**

Slipcovers and Hassocks,
All 7 Stores



57A

57B

57C

NEVER IRON GIFTS BY *KAYE WALT*

Decorative table coverings of 65% Dacron® polyester, 35% combed cotton by Kaye Walt that never need ironing. It's so much easier when your dryer does the ironing for you.

57A—"Regency" . . . Dacron® polyester and combed cotton cloth with lace inserts and border. White, pink, olive, gold, blue, maize. 52x72" **15.00**, 63x90" oblong or oval, **20.00**, 63x105" oblong or oval, **28.00**, 63x126", **35.00**, 63" rd, **15.00**. Napkins, each **1.00**

57B—Never iron gift boxed set of 4 solid color placemats, 4 printed napkins. Orange, blue, olive, gold. **5.00**

57C—"Rusticana" Rooster pattern cloths in gold, olive or blue. 52x52" **5.00**, 52x72" oblong or oval, **8.00**, 60x80" oblong, **12.00**, 60x90" oblong, **14.00**, 60x104" oblong, **16.00**, 60" round, **12.00**, 90" round, **20.00**. Napkins, each **.89**

Linens, All 7 Stores

Page 57

Comfy

GLORIOUS NEW COLOR ACCENTS

58A—Pompom fringed high pile cotton velvet bolster. 17" zippered cover. Red, orange, gold, moss, turq. **7.00**

58B—Mantilla fringed velveteen 15" sq. Colors above, also blue. **7.00**

58C—16" sq. cotton velveteen. Colors as 58A, also black. Zippered cover. **7.00**

58D—Fantasy fur rolled edge pillow, 14" sq. Orlon® acrylic face, cotton back. Red, blue, orange, moss green, gold or turquoise. **5.50**

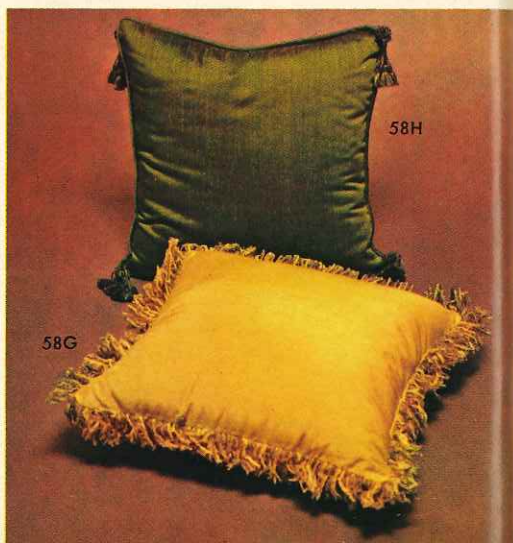


58E—Tasseled 12x16" fantasy fur Orlon® oblong pillow, zipper cover. Same colors as 58D. **5.50**

58F—Belgian cut cotton velveteen with floral pattern reverses to solid velveteen. 16" sq., zippered. Gold, moss, green or red. **8.00**

58G—Continental flair slubbed rayon-acetate, fringed all around. 15" square. Gold, orange, peacock, moss or American beauty. **4.50**

58H—Four cornered tassel Continental flair as above. Gold, orange, peacock, moss or beige. 15" sq. **4.50**
All by Comfy.



Pillows, All 7 Stores

Bloomcraft®

59A—Nest of 3 silk-look acetate pillows, 14" knife-edge. Gold/cant./cream, olive/emerald/gold, blue/peacock/turquoise, geranium/red/American Beauty, fuchsia/helio/rose, avocado/ning/cream. Package of 3. **6.00**

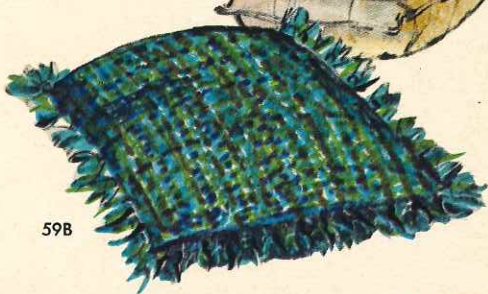
59B—Tassel fringed 16" sq. in textured rayon-nylon-acetate-cotton. Persian, cantaloupe, lacquer, gold or cream. **8.00**

59C—Floral patterned cotton covered bedrest in pink, lemon or caribe. **15.00**

59D—Ribbed cotton velvet, 16" knife edge; zipper. Olive, red, gold, cantaloupe, peacock, black. **9.00**

59E—Zippered Punjab, silk look acetate, 15" square box. Peacock, olive, emerald, Amer. beauty, gold or cantaloupe. **5.00**

59A



59B



59C

59E

59D



59H

59G

59F

59F—Round 15" box, as 59E. **5.00**

59G—Tassel trimmed cotton velveteen, 12" knife edge. Olive, gold, red, peacock, emerald or blue. **5.00**

59H—Spanish-type fringed rayon-silk damask. Burnt orange, olive, gold, India red, off white or caribe. 15x21" oblong. **8.00**

59J—Floral patterned wedge pillow. Pink, lemon, caribe. **7.00**

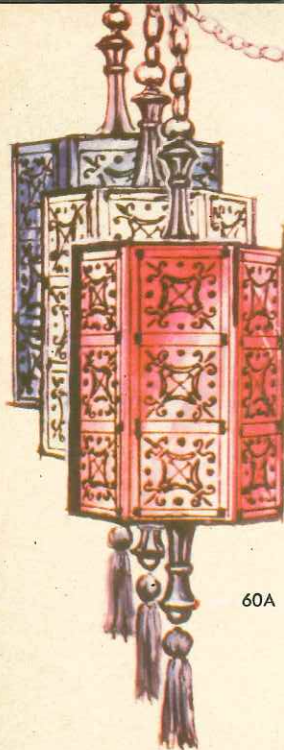
59K—Floor cushion in all acetate Punjab cloth. Tassel edges, center. Gold, cantaloupe, olive, red, blue or turquoise. 26" square. **16.00**

All Kapok filled, all by Bloomcraft.

59J



59K Page 59



THE MANY MOODS OF LIGHT . . .

60A—Mediterranean inspired chain light by Verplex with hexagonal shade of multilens plastic. White, red or blue with black grille work design; black fonts, 3-way pull switch, 15' chain. No installation. **30.00**

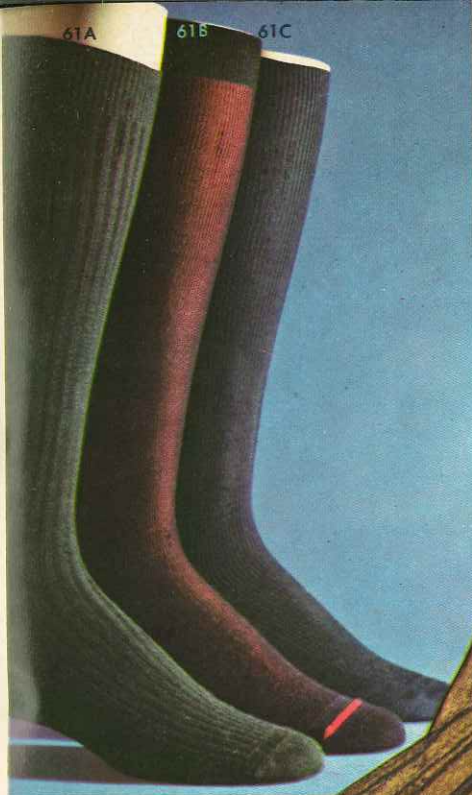
60B—Palm size hi-intensity travel/desk lamp by Lightolier in mar-resistant simulated leather or chrome. Fully adjustable; telescoping arms. Night light feature. White or red simulated leather, brushed chrome/black. **17.95**

60C—Classic elegance . . . Westwood's reproduction of an oil lamp in heavy cast metal with polished Flemish bronze finish; crown spear accents. 33" high. **25.00**

Lamps, All 7 Stores



Interwoven®



OVER-THE-CALF HOSIERY ANY WAY HE LIKES IT

Whenever he wears a tie, his socks should come over the calf and stay there without tugging. These by Interwoven are the ones he wants most.

61A—Cotton lined nylon London Guards, 50% each fiber. Charcoal, brown, black, maroon, olive, navy. Reg. (10-13). Tall (11½-14) for men over 6'. **1.50**

61B—Two-color rib in a neat diamond pattern in 100% Banlon® nylon. Black with grey, red, olive, brown, blue or gold. Reg. (10-13) for men to 6'. **2.00**

61C—Diagonal motif on trim 1x1 rib Banlon® 100% Caprolan nylon. Brown, black, olive, navy or charcoal. Sizes as above. **1.50**

61D—"Mark II" 6x3 rib in 60% Kroy® wool, 40% stretch nylon. Heather blends of oxford, brown, maroon, olive, navy; also solid black. Reg. (10-13). Tall (11½-14) for men over 6'. **2.00**

61E—"Silken Touch" 80% nylon, 20% silk. Two-tone black with red, olive, brown, blue or gold. Also solid black. Reg. (10-13). Tall (11½-14) for men over 6'. **2.00**

Men's Furnishings, All 7 Stores



TOUCHES OF COLOR

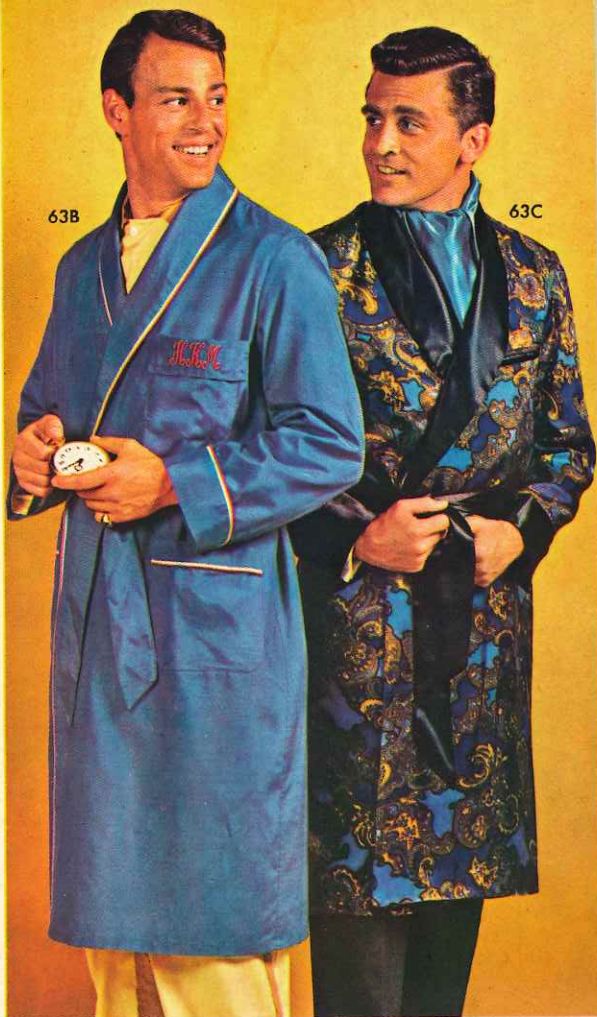
- 62A**—Woven yarn dyed paisley Italian silk by Schiaparelli. **7.50**
62B—Multi-color woven dots on all silk twill by Schiaparelli. **5.00**
62C—Ombre striped Swiss silk by Schiaparelli. Under knot effect. **10.00**
 Permanently pressed imported polyester Wemlon® ties by Wembley.
62D—Stripes. **3.00.** **62E**—Under knots. **3.00.** **62F**—Paisleys. **3.00**
62G—Woven Jaspe stripe panel effect in silk satin by Mr. John. **3.50**
62H—Woven medallion cathedral effect silk tie by Mr. John. **3.50**
62J—Varied polka dot with neat border all silk tie and handkerchief set by Mr. John. Black or navy grounds; gift boxed. **6.50**

Men's Furnishings, All 7 Stores

63A—Elegant T.V. jacket in cotton corduroy with rayon satin acetate collar and full lining. Wrap around model by MacPhergus in red or blue. Sizes S-M-L-XL. **18.00**
Also available in an unlined robe with corduroy collar. **16.00**



63A



63B

63C

63B—Monogrammed 80% Dacron® polyester, 20% cotton robe with lock-tab closing, non-slip belt. Blue, gold or black. S-M-L-XL. **18.00**

63C—Fully lined paisley robe of rayon-acetate in blue, wine or olive. S-M-L-XL. **22.50**

Matching T.V. jacket. **22.50**

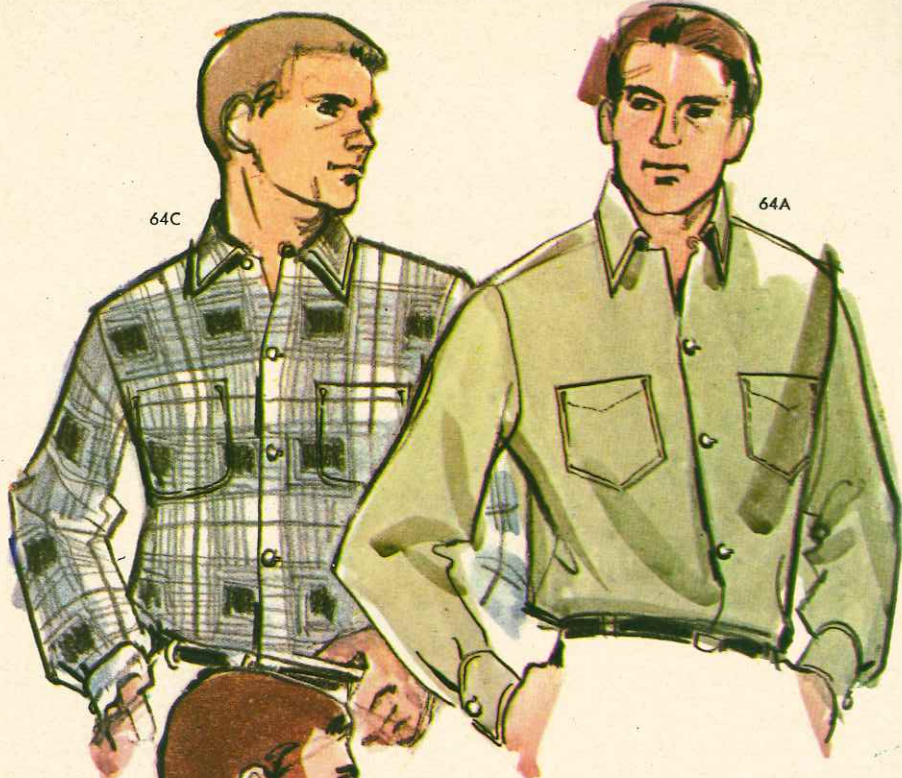
Unlined robe. **15.00**

Reversible kimona. **20.00**

All by MacPhergus

Men's Furnishings, All 7 Stores

**FOR PHONE ORDER SERVICE ANY TIME
DAY OR NIGHT . . . CALL 737-7500**



64C

64A

EXACT SLEEVE SPORT SHIRTS

64A—Decton Cavalier Arrow sport shirt in 80% Dacron® polyester, 20% cotton is born ironed, stays ironed. White, lt. blue, tan, moss green, gold, med. blue. Small 32-33 sleeves, med. 32-35 sleeves, large 32-35 sleeves, XL 33-35 sleeves. **8.00**

64B—VIP all cotton oxford shirt in lt. blue, navy, burgundy, forest green, gold. Small, 32-33 sleeves, med. 32-35 sleeves, large 32-35 sleeves. **5.00**

64C—Chevella Luxurious machine washable Swiss woven rayon plaids. Blue, green or burgundy. Small 32-33 sleeves, med. 32-35 sleeves, large 32-35 sleeves, XL 33-35 sleeves. **8.00**

Men's Sportswear, All 7 Stores

→ARROW→

CAN'T GET OUT TO SHOP? USE OUR HANDY
MAIL ORDER COUPON IN THE CENTER OF THE BOOK

DECTOLENE PERMA-IRON® BY **ARROW**®

Dectolene Perma-Iron® never, never needs ironing. Wash any way . . . in two hours it's dry, wrinkle free and ready to go again. All you need is your suitcase and Dectolene.

65A—Long sleeve dectolene dress shirt, Glen collar. White, 100% Dacron; Blue, Dacron. Nylon. 14½-17, 32-35. **9.00**

65B—Short sleeve shirt. Blue, 91% Dacron® polyester 9% nylon; white, all Dacron®. Sizes 14-18. **8.00**

65C—Long sleeve Dectolene with tabber snap collar. White, as above. 14½-16½, 32-35. **9.00**

65D—Perma-Iron® pajamas in 100% Dacron® polyester tricot. Blue, green, gold, white, tan, navy. A-B-C-D. **13.00**

65E—Ribbed knit athletic shirts in 100% texturized nylon Dectolene. White. S-M-L-XL. **2.00**

65F—Boxer shorts in 100% Dacron® polyester with elastic waistband. White, blue, tan, green Dectolene. Sizes 30-42. **3.00**

Men's Furnishings, All 7 Stores



Manhattan

GOES SPORTY

66A

66A—Softly tailored all combed cotton corduroy sport shirt with top stitched collar, chest pockets. Cranberry, olive, blue, fawn or brown. S-M-L-XL. **6.00**

66B—Authentic tartan plaid sport shirt, meticulously tailored in Viyella®. The height of luxury shirting (55% wool, 45% cotton) woven in Great Britain. Washable. Sizes S-M-L-XL. **20.00**

66C—Viyella® sport shirt as above, here in jewel toned solid colors. A superbly lightweight, warm and comfortable shirt to make him feel pampered. Burgundy, med. blue, dk. blue, rye gold, forest green. Sizes S-M-L-XL. **16.00**

Men's Sportswear, All 7 Stores

66B

66C





67A

67B

67C

67D

Permanently Pressed "Dura-Wite" and "Dura-Brite" shirts by Manhattan in 65% Kodel® polyester, 35% cotton. Distinguished shirts that look pressed in the morning, go on looking that way even at midnight. Wash . . . then wear without a care, without ironing. White, blue, corn or linen color. Sizes 14½-16½, 32-35 sleeves.

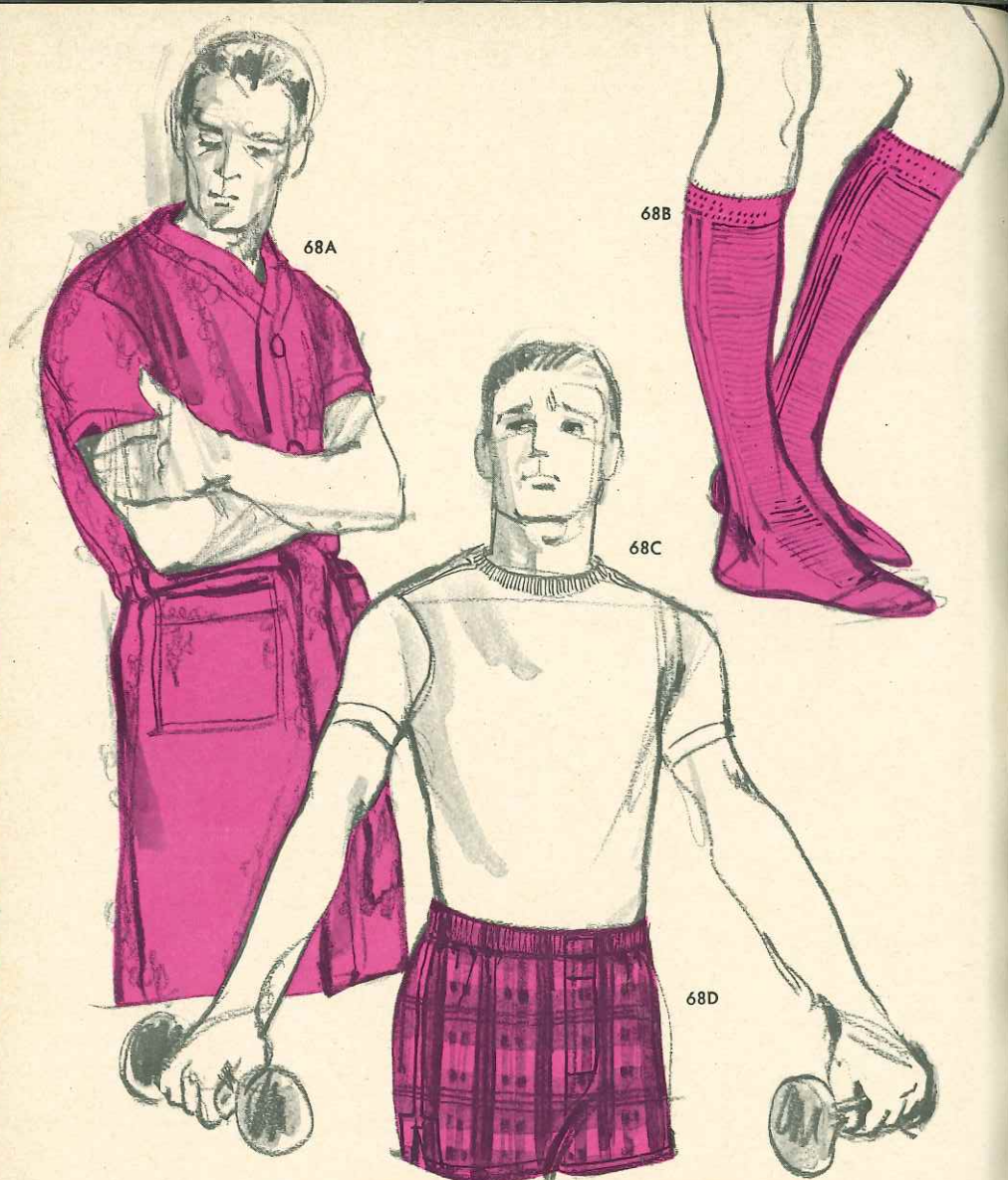
67A—Blake collar. 6.00

67B—University Row model. 6.00

67C—Manhattan University Row in all cotton oxford for the button-down man. Softly bold stripings, also white, blue or maize. Sizes 14½-16½, 32-35. 5.00

67D—Formally Manhattan . . . impeccable cotton broadcloth with eight pleats on each side, Towne collar and French cuffs. Sizes 14½-16½, 32-35, sleeves. 7.00
Men's Furnishings,
All 7 Stores

Manhattan



MAKE A MAN MERRY

68A—MacPhergus terry shaver in white, lt. blue, burgundy, olive, deep gold. Tailored with masculine flair. Sizes A-B-C-D. **7.00**

68B—Supp-Hose® for men. Small (9½-10), Med. Reg. (10½-11½), Med. Tall (10½-11½), Large (12-14) sizes in expando nylon. Maroon, Med. grey, Olive, Black, White, Navy or Brown with 2-way stretch for all day support, Pair **4.95**

68C—Tapered torso white cotton T-shirt by Reis. S-M-L. **1.50**

68D—Shorti-shorts by Reis. Combed cotton plaids, 30-38. **1.50**



Men's Furnishings, All 7 Stores

69A

69B

The Hecht Co.

69A—Club Lounge pajamas with sport shirt styled woven cotton plaid top, solid color cotton broadcloth slack trousers with pockets. By Weldon in navy or wine. A-B-C-D. 9.00

69B—First Nighter pajamas by Weldon. Horizontal striped crew neck cotton knit top with slack tailored cotton broadcloth pleated trousers. Red, blue, olive, gold. A-B-C-D. 7.00

69C—Warm easy-action insulated jacket in knit trimmed nylon tricot with all Dacron® polyester fiberfill. Light as air on, but fireside warm. Water-repellent. By Jockey®. Red, black or loden. S-M-L-XL with comfort stretch. 12.95

69D—Two-piece insulated suit by Jockey® for maximum protection from bitter cold. Nylon outershell with knit trim and Dacron® polyester fill. Light, easy to wash, quick to dry. Natural color. S-M-L-XL. 15.95

Men's Furnishings, All 7 Stores

**PARKING IS A PLEASURE . . .
MAKE THE HECHT CO. YOUR ONE
STOP STORE FOR YOUR
CHRISTMAS GIFT SHOPPING!**

GIFT SCENTS FOR MEN

Dante by Shields, a classic the moment it touches his skin. The glory of Rome.

70A—Soap on a rope plus gentleman's cologne. Gift set. **5.00**

70B—Twin pack: cologne and after shave set. 4 oz. of each. **5.00**

70C—Centurian Cologne in red shoulder flask. **5.00**

70D—Centurian after shave. **4.50**



English Leather by Mem, a unique and universal toilet preparation with a definitely masculine scent that's pleasing to women.

70E—All purpose lotion, shower soap on a cord, deodorant stick. **5.00**

70F—All purpose lotion, in redwood box. 4 oz. **2.00**; 8 oz. **3.50**; 16 oz. **6.50**; 28 oz. **10.00**

70G—All purpose lotion and deodorant stick. 4 oz. size in redwood. **3.00**

Men's Accessories, All 7 Stores



71A—Elegant velvet top jewel box with crest, matches rayon velvet lined interior. By Shields in red, gold or blue lined with black, brown lined with tan or green. **5.95**

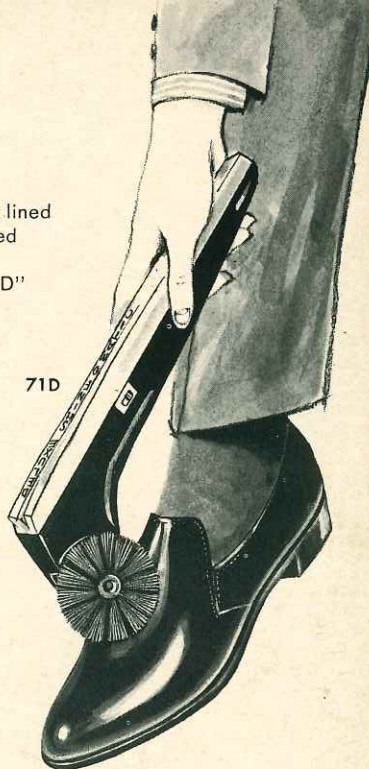
71B—The original vac-u-matic with 3 attachments. Operates on 3 "D" batteries. Red/black. **5.95** plus batteries. By Shields.



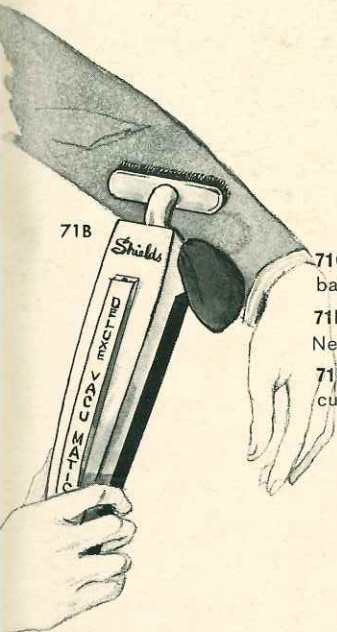
71A



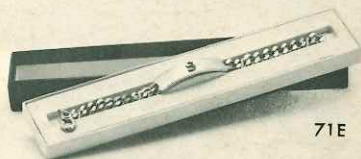
71C



71D



71B



71E

71C—Golf-o-matic with automatic ball return. Requires 2 "D" flashlight batteries. Use on lawn or in living room. Red/black. **5.95** plus batteries

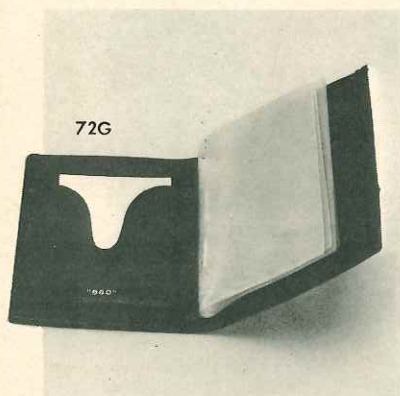
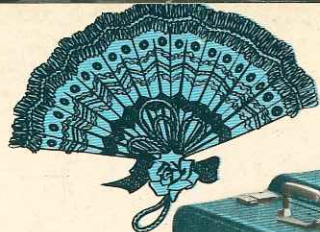
71D—Original Shine-o-matic with rotating brush and buffer. By Shields Needs 4 "D" flashlight batteries. In two-tone red/black. **5.95** plus batteries

71E—Florentine gold finished identification bracelet with diamond cut initial. By Shields. **5.95**

Men's Accessories, All 7 Stores

Shields

THE DECORATIONS ON THE FRONT COVER AND THROUGHOUT
THE BOOK ARE AVAILABLE IN OUR TRIM-A-TREE SHOPS



GIFTS THAT GET AROUND

Ultra elegant Lady Baltimore luggage, opulently lined, quilted interiors with scuff-proof coverings, contour handles. Light green, powder blue, arctic white, dark blue or red.

72A—Train case. **12.95**

72B—Weekend case. **14.95**

72C—Pullman, 24". **16.95**

72D—Pullman, 26". **18.95**

Go away in style with American Tourister luggage. Designed with padded handles, stay-shut locks and gleaming rayon brocade linings. In a wide variety of styles and colors for both men and women. Blue, red, fawn, white, dusk or tweed. **72E**—21" week-end case **32.95**. **72F**—Train case. **32.95** Luggage, All 7 Stores

72G—Elegant full grain water buffalo billfold with patented "Thumb-a-card" and "Presto" pockets. Two money pockets. New styling allows all contents to be removed vertically. By Tex-Tan in black, brown or olive. **7.50** Men's Furnishings, All 7 Stores

73B

73A



CHRISTMAS FOR HIM

73A—Black nylon umbrella with padded handle, push-button self opening by Rain Products. **7.95**

73B—Easy, efficient push-button self-opening umbrella with elegant imported wood handle. Expertly designed by Rain Products in black acetate. **5.00**

Men's Accessories, All 7 Stores

73C—Around the world with one bag? Take this one. Wings Pacemaker is surprisingly light ... carries four to six suits with zippered compartment inside and out for extras. Hook over closet or door. In cordovan brown Skai vinyl. **89.95**

Luggage, All 7 Stores

73D—"The Pipe" bowl lined with heat resistant pyrolite graphite for 10 to 20% cooler smoking than ordinary pipes with 83% less tar and and up to 71% less nicotine. **12.50**

73E—Dr. Grabow Commodore pipe with rugged sand blasted surface to reduce weight, increase cooling surface. In finest imported briar with vulcanite rubber bit. **7.95**

73F—The Executair travel bar by New Yorker contour molded of lightweight U. S. Royalite. Cowhide leather strappings hold two bottles, bar equipment. Jet grey or olive. **19.95**
3 bottle **24.95**

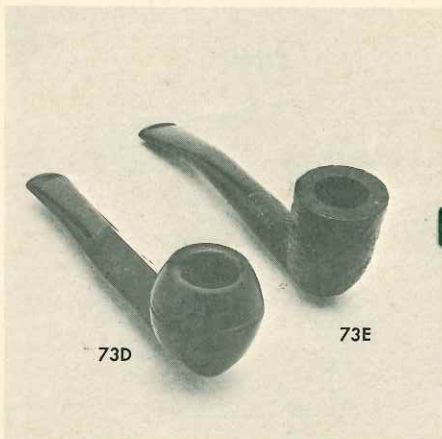
Men's Accessories, All 7 Stores

73C



73D

73E



73F



HANDSOME TRAVELLERS

74A—Grasshopper case in MacArthur (green), MacPherson (red) or Queen's Rifles (maroon) plaid. 21", **13.00**; also 24", **16.00**, 26", **19.00**, 29", **23.00**

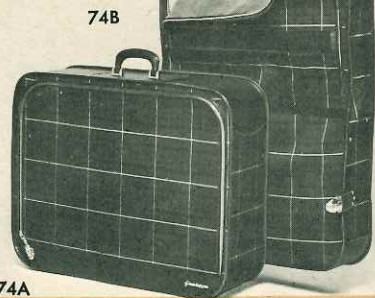
74B—Matching Val-A-Pak for men. **23.00**
Also Ladies' Val-A-Pak. **25.00**

74C—The only completely leak-proof lined travel "Dopp-Kit" by Doppelt. In leather with saddle stitching, hand turned edges. Black, brown or olive. 9". **11.00**, 10", **12.00**

74D—Man's Lark Pak holds 2 suits; with shirt pocket, zip-off accessory kit, two double zippered outside pockets. In black or tan nylon. **35.00**

74E—Her Lark Pak, as above. **35.00**

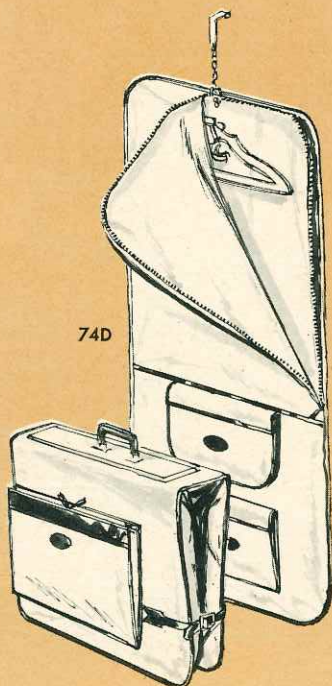
74F—Wide opening sport bag in deluxe Skai vinyl with patented extension gusset. By Mutual. Tan or olive. **17.00**
Luggage, All 7 Stores



74A



74C

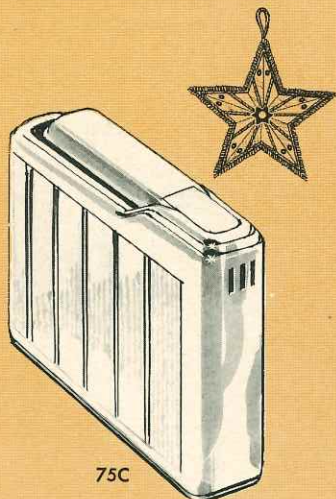


74D

74E



74F



GIFT MINDED LIGHTERS . . .

75A—Charcoal color-clad Colibri butane lighter. Hand engraved, engine turned with arrowhead shield design. **12.95**

75B—Bright chrome finish Colibri butane lighter with shield design. Engine turned. **10.95**

75C—Windproof hand engine turned butane lighter by Colibri. Chrome finish. **16.95**

Also with gold toned finish. **18.95**
Handsome Colibri table lighters with three year butane capacity.

75D—Rare rosewood with aluminum. **25.00**

75E—Tall gold toned finished cylinder shape with diamond faceted borders. **20.00**

Also color clad in red or blue. **20.00**

75F—Automatic windproof Bentley pipe lighter. Butane fueled. Chrome and satin finish. **5.95**

75G—Slim, chrome finish Zippo with ribbon design. **6.00**. Others from **3.50** up.

Men's Accessories, All 7 Stores

CHRISTMAS FOR HIM

76A—After Hours lighted beer glass complete with removable space age light bulb and battery in compact cartridge. **3.00**

76B—Handsome walnut pipe knocker ash tray with modern style pipe rest. **7.50**
Both by Elyte Gifts for Men.



76C—Fownes deerskin palmed driving gloves with tuck-stitched raccoon-lambswool-nylon backs. Camel, charcoal, black. S-M-L. **4.00**

76D—Fownes imported supple capeskin slip-ons warmly lined with fur. S-M-L. Black, tan, slate. **7.00**. With acrylic lining. **6.00**



76E—Our own exclusive Hecht Co. British Mixture tobacco, freshly packed for the man who appreciates the best tobacco. 4 oz. can. **1.50**

76F—Hecht Co. British Mixture in big 8 oz. can. **3.00**
Men's Accessories, All 7 Stores



77A

77A—Turn-about all silk ascots in paisley or foulard prints with solid color. Blue, black, red, gold, green, brown or yellow. **3.50**

Also in all solid color silks. **3.50**

77B—Pure Irish linen initialed handkerchiefs. All but I, O, Q, U, V, X, Y, Z. White/white. Box of 3. **2.50**

77C—Hand embroidered combed, corded cotton handkerchiefs. Hand rolled. Initials as above.

Box of 3. **2.50**

All by Dumont.



77D

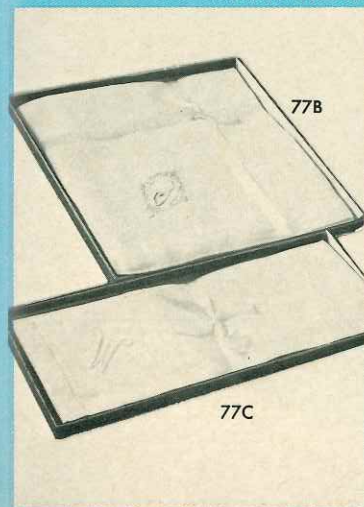
77D—All wool Scardigan by Cisco in green, red, blue or grey tartans; grey, red, tan, navy or black solids. One size. **4.00**

77E—Bright plaid Orlon® acrylic muffler in grey, blue, red by Cisco. **3.00**

77F—Warm, bulkless wool-Helanca® stretch nylon gloves. Camel, charcoal, navy, grey, black or loden. 1 size. **2.00**

77G—Stretch driving gloves and muffler set. Lambswool- raccoon-nylon/leather palm. Colors above except navy. S-M-L. **5.00**
Both by Oxford.

Men's Accessories, All 7 Stores



77B

77C



77F

77G



GENTLEMANLY GIFT IDEAS

78A—Mouton cossack hat with quilted lining, warm wool ear flaps. By Gerb of Canada. Black. S-M-L-XL **7.95**

78B—Suede leather water repellent cossack hat with brushed acrylic pile cuff. Rayon satin quilt lining, ear flaps. By Gerb of Canada in tan or olive. S-M-L-XL. **5.95**

78C—Tuscany by Dobbs. Center crease with a hand felted edge. Classic snap brim. Customized proportioned brim and crown dimensions. Grey or Olive. 6 $\frac{3}{4}$ to 7 $\frac{5}{8}$. **17.50**

78D—Handsewn "Flex-O-Mocs" by Bostonian . . . hand lasted, double leather soles. Skillfully made by master craftsmen in brown golden grain or wine smooth veal leathers. 7-12, B, C, D widths. **18.00**



Men's Shoes and Hats, All 7 Stores

THE HECHT CO. . . CHRISTMAS TREELAND USA
FOR EVERYTHING UNDER THE TREE

79A

79B

79C

79D

79E

79F

MacPhergus permanent press 65% Dacron® polyester, 35% cotton dress shirts dry|soft and smooth everytime. Sizes 14½-16½, 32-35 sleeves.

79A—White, blue, maize, linen traditional oxford. **5.00**

79B—White, blue or maize broadcloth. **5.00**

79C—MacPhergus permanent press long sleeve sport shirt in 80% Dacron® polyester, 20% cotton with a silk-like touch. Two pockets. Blue, green or tan. S-M-L-XL. Gift boxed. **6.00**

79D—MacPhergus permanent press pajamas in 65% Dacron® polyester, 35% cotton. Dk. blue, wine, light blue, tan, grey, navy, maize, olive. A-B-C-D. **8.00**

MacPhergus calf-hi socks reach to the calf and stay there. Black, brown, navy, grey or olive. One size.

79E—2x1 rib is 70% Orlon® acrylic, 29% stretch nylon, 1% Lycra® spandex. **1.50**. **79F**—1x1 rib is 98% stretch nylon, 2% Lycra® spandex. **1.50**

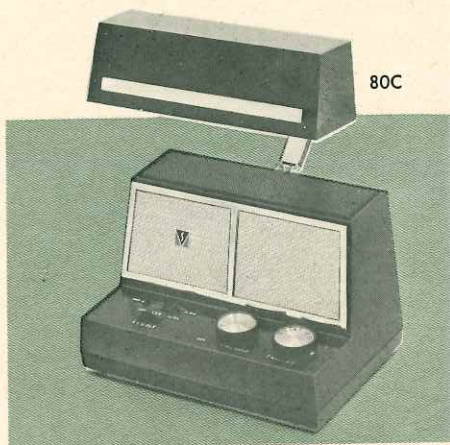
Men's Furnishings, All 7 Stores

SWANK KNOWS GIFTS



80A

80B



80C

80A—Hand engraved sterling silver initial tie clip. **3.50.** **80B**—Lucky Buck key ring. Genuine U. S. Silver Dollar on spinner key ring. **5.00.** **80C**—6 transistor radio/hi intensity light in black/gold toned metal. Separate controls. **30.00.** **81A**—Jade East Spray cologne, bamboo shower soap on a rope and 4 oz. cologne set. **8.00.** **81B**—Jade East . . . the rich, vibrant aroma that is truly a man's fragrance. Cologne and after shave set. **5.50.** **81C**—Hand carved genuine jade links and tie tac in engine turned gold plated setting. **12.50.** **81D**—Hand engraved combination lighter and 17 jewel watch. Gold or silver toned. **29.95.** **81E**—Florentine finished 17 jewel watch and identification bracelet. Gold or silver toned. Ideal for engraving. **24.95.** **81F**—Buckingham jewelry box imported from Sweden with filigree crest on field of rayon velvet. Green, black, red/lift out tray. **10.00.** **81G**—Genuine water buffalo wallet and key case. Black. **10.00**

Men's Accessories, All 7 Stores

FOR PHONE ORDER SERVICE ANY TIME
DAY OR NIGHT . . . CALL 737-7500

TO PLEASE THE MAN

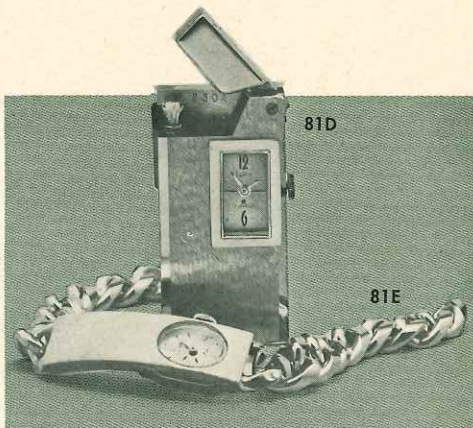
81A



81B



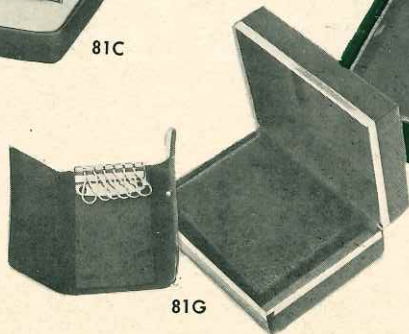
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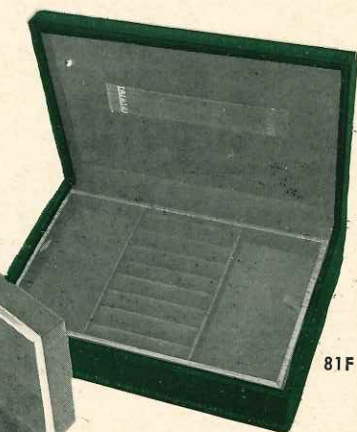
81E



81C



81G



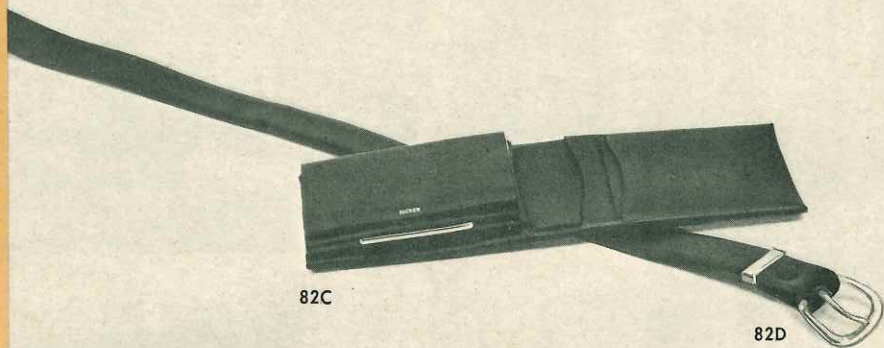
81F



82A

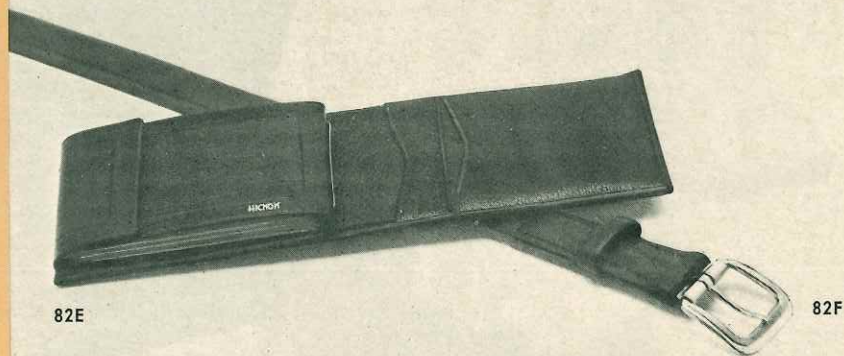


82B



82C

82D



82E

82F

GIFTS BY HICKOK



82A—Double tier dresser caddy in walnut lined with black rayon velvet. **6.00**

82B—Commuter kit of top-grained cowhide with famous "wet-pack" feature for shaving implements, toothbrush and such. Black or brown. **6.00**

82C—Convert-a-bill wallet converts from complete wallet to slim money fold. Black or brown cowhide. **7.50**

82D—Two-in-one belt with swivel buckle. Black/brown or black/olive cowhide. Sizes 30-44. **5.00**

82E—Stretchway wallet, wafer thin to the size you need. Black or brown cowhide leather. **5.95**



83A

83B



82F—Stretchway belt expands to fit—instantly. Black or brown, 30-44. Grain cowhide, **4.00**; soft glove leather, **5.00**



83C

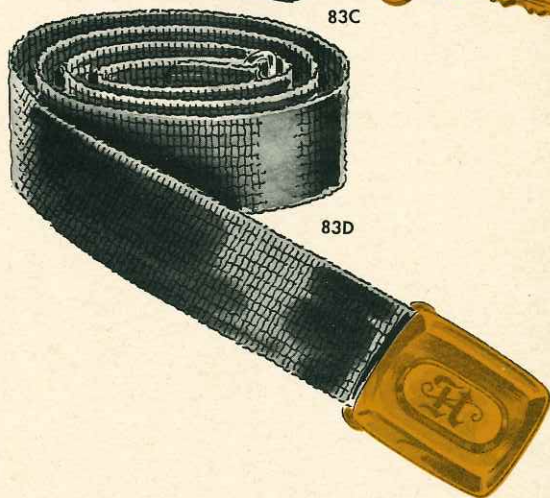
British Initial custom crafted accessories. All with 2-tone jewelry finish.

83A—Tie bar and links set. **5.00**

83B—Reversible black/brown belt; initial buckle. 30-44. **7.50**

83C—Hard shell black key case. **2.50**

83D—Casual minded black elastic belt with initial buckle. **3.50**



83D

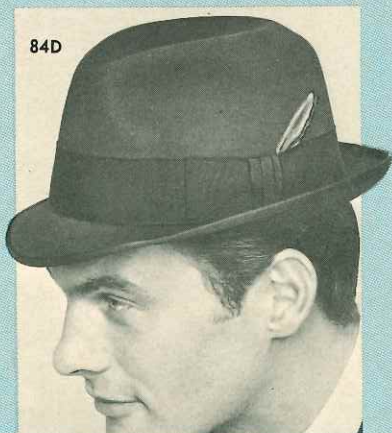
All initials available except I, O, Q, U, V, X, Y, Z.

Men's Furnishings, All 7 Stores

PARKING IS A PLEASURE... MAKE THE HECHT CO. YOUR ONE STOP STORE FOR YOUR CHRISTMAS GIFT SHOPPING!



84A



84D



84B

84C



84E



PARKING IS A PLEASURE...
MAKE THE HECHT CO.
YOUR ONE STOP STORE FOR
YOUR CHRISTMAS GIFT SHOPPING!

84A—Handsome redwood shoe shine box by Esquire, full equipped with polish, daubers, brushes, shine cloths. **6.95**
84B—Breathin' brushed pigskin Hush Puppies® tie in gun smoke, houn' dawg tan, sagebrush, N, M, W 6½-13. **11.00**
84C—Glove leather Hush Puppies® in black or brown. The lightest, most flexible leisure shoes. N, M, W 6½-13. **13.00**
84D—Centenary fur-felt Stetson hat, the top name in hats. Centre-dent with contrasting grosgrain band. Steel grey or olive with bound edge brim: sizes 6¾ to 7¾. **13.95**
84E—"Magic-Top" wing tip slip-on by Plymouth Shoes in smooth grain leather. Black. 7-12, B, C, D widths. **18.00**. Also in 3 eyelet plain toe oxford. Black. **18.00**

vanopress ^{T.M.}
by

VAN HEUSEN®

Permanently pressed all cotton Vanopress® dress shirts by VanHeusen . . . pressed when they're made, never need pressing again. Always dry to neat wrinkle free finish. "Contour-Crafted" for a neat tailored look.

85A—White Cliff. Convertible cuffs. **6.00**

85B—White snap-tab, convertible cuffs, 14½-16½, 32-35 sleeves. **6.00**

85B

85C

85D

85C—Cliff modified spread collar, convertible cuffs. Blue, tan or linen stripe. **6.00**

85D—Solid color Cliff, convertible cuffs. Blue, tan or linen. **6.00**

All except snap-tab in sizes 14½-17, 32-35 sleeves.

Men's Furnishings, All 7 Stores



86A

86B

86C

86A—Our exclusive MacPhergu Instant slacks in Orlon® acrylic and rayon twist. Pre-cuffed, ready to wear. Korotron finish for no ironing care. Cambridge, brown or olive, black. 29-42. **9.95**

Men's Clothing, All 7 Stores

86B—All weather raincoat style by Gleneagles with split shoulder and fly front. Zepele® finished 65 Dacron® polyester, 35% cotton with zip out Glenfrost 100% Orlon® acrylic warmer. Automa wash and wear. British tan or olive. Reg., 36-46, long, 38-44. **42.50**

86C—Pan-zip jacket of imported cotton suede with 100% Acrilan acrylic zip-out pile liner. Rugged water repellent finish. With zip-warmers. Brown or olive. Sizes 38-46. **35.00**

Men's Sportswear, All 7 Stores

87A—Our exclusive 16/40 Shop traditional oxford button down shirts with tapered body and collar that rolls with a flair. Tailored by Aetna. White, blue, maize. 14-16½, **5.00**

87B—Impeccable 16/40 traditional neckwear in the most wanted patterns and colorings. By Resilio. **3.00**

16/40 Shop, All 7 Stores

87C—Sheldon Aristocrat sports coats by Mavest in new lighter, brighter colors, more luxurious shetlands, tweeds, hopsacks and saxonies, more exciting patterns. 2 and 3 button models. Reg., short, longs. **39.95-45.00**

87D—Sheldon Aristocrat slacks tailored by Hochenberg & Gelb in all wool worsted flannels, twists, twills in plain or pleated front models. Greys, brown, olive, black, navy, whiskey. Waist sizes 29-44. **17.95**

Men's Casual Wear, All 7 Stores

87C

87A

87D

87B



88A



88B



88C

88A—Brookview, Puritan's short sleeve BanLon® nylon knit shirt. Full fashioned short sleeves. Oat, Med. blue, navy, cranberry, white, coffee, black, Med. green. Sizes S-M-L-XL. **9.00** Also long sleeved, **11.00**

88B—Keyside, crepe stitch BanLon® nylon knit long sleeved shirt with diamond and cable design. Coffee, Med. blue or teal. S-M-L-XL. By Puritan. **13.00**

88C—Brookland, full fashioned BanLon® texturalized nylon knit shirt with inside chest pocket, 2-color tipped collar, placket. Oat, rye, bottle green, turf, cranberry or marine. By Puritan. S-M-L-XL. **11.00**
Men's Sportswear, All 7 Stores

PURITAN

Jantzen

89A

89B

MAN SIZED GIFTS . . . SWEATERS

Cable King sweaters by Jantzen in 100% worsted wool.

89A—Full fashioned v-neck pullover Ribbed cuffs with bottom band Burgundy, navy, bronze, moss green. Sizes S-M-L-XL. **18.00**

89B—Cable King cardigan link border ribbed cuffs with bottom band Moss green, char. navy, bronze. Sizes S-M-L-XL. **20.00**



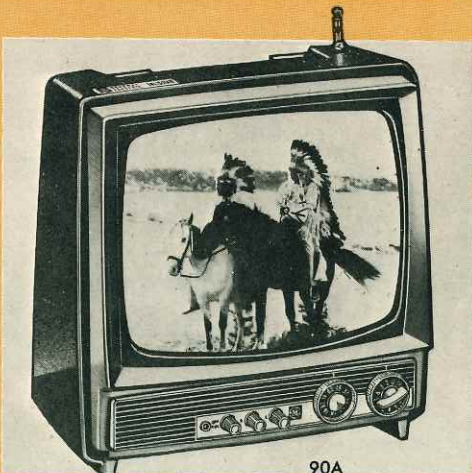
GENERAL ELECTRIC FUN GIFTS

90A—All transistor UHF/VHF personal portable television with 74 square inches of viewing area. Snap-on cover protects screen when set is being carried. By General Electric. Batteries and accessories optional at additional charge. **129.95**

90B—Portable General Electric television on walnut and brass finished roll-about cart. 21" (overall diag.) 212 sq. in. picture area. All channel reception. Walnut grain. **189.95**

90C—Porta-Color personal color TV by General Electric with 60 sq. in. picture area. Weighs only 24 pounds. All channel reception. "Magic Memory" color reference controls. Earphone jack and earphone for personal listening included. **269.95**

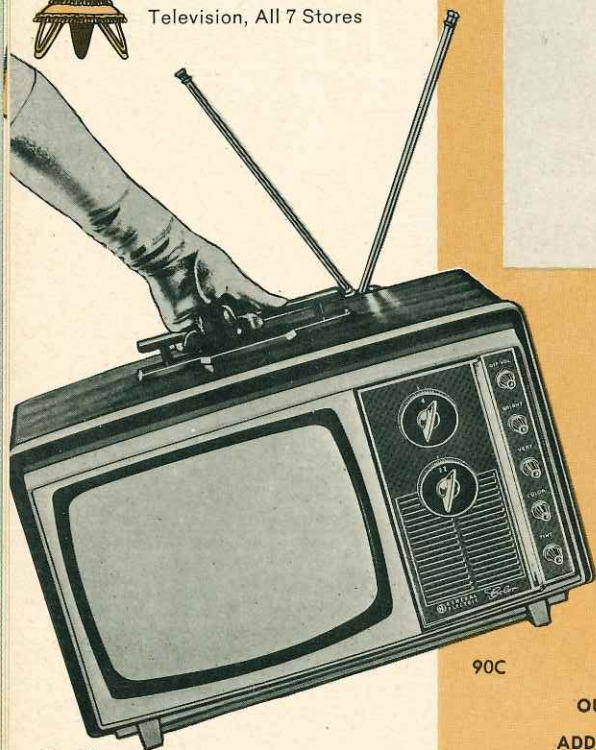
Television, All 7 Stores



90A



90B



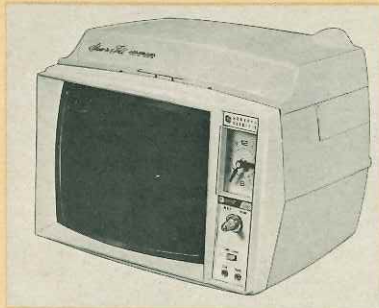
90C



OUR MARTHA JEAN FESTIVE GIFT WRAPPING
ADDS A PERSONAL TOUCH TO ALL YOUR GIFTS!



91A—Automatic portable G.E. phonograph with 4-speed changer, 7-10-12" records. Monaural. Lightweight, attractive scuff resistant vinyl case. **34.95**



91B—Show 'n Tell phono-viewer by General Electric plays 4-speeds up to 12" records. With built-in electric clock. **29.95** Choose from over 100 picturesound programs. Each **1.00**



91C—General Electric solid-state clock radio wakes you with a gentle musical nudge. With muted slumber switch, go to sleep with music, automatically turns off, snooz-alarm, lighted clock dial. AFC on FM assures drift-free reception. **36.95**

Radio, Television, Records, All 7 Stores

From our collection of Columbia records: Monaural. Each **2.79**. Stereo. Each **3.79**

91D—Tony Bennett, "The Movie Song Album" great theme songs that are favorites.

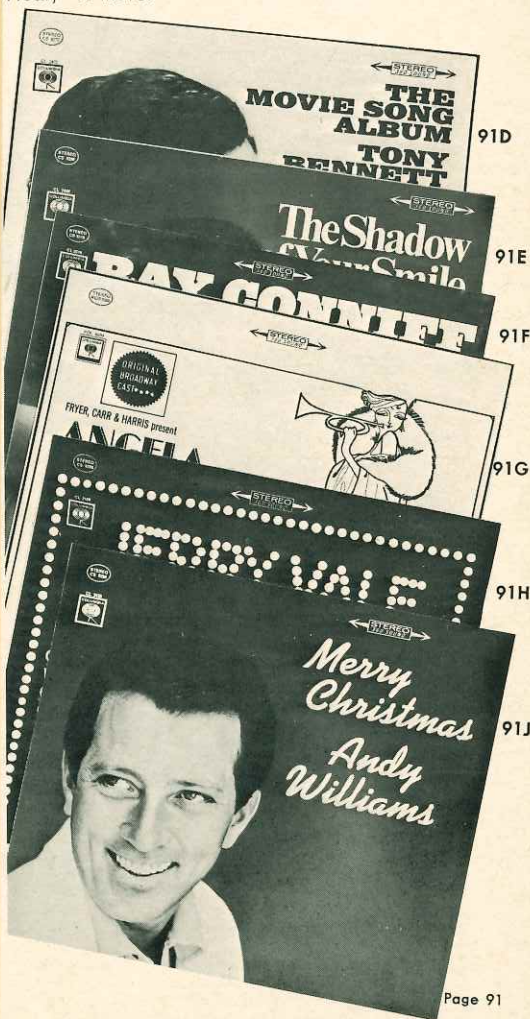
91E—Andy Williams, "The Shadow of Your Smile."

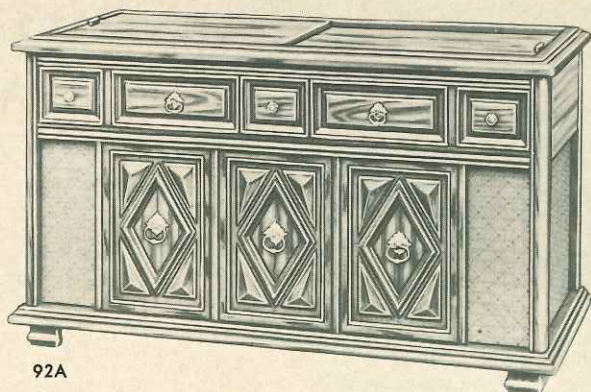
91F—Ray Conniff and the Singers "Somewhere My Love," "Downtown," more.

91G—"Mame" original Broadway cast with Angela Lansbury. Mono **4.69** Stereo **5.29**

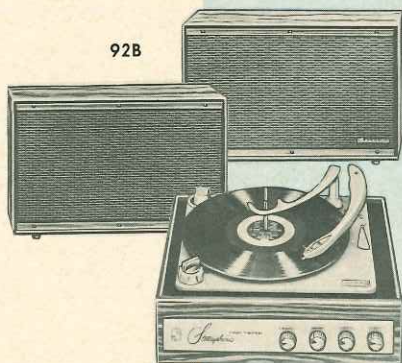
91H—Jerry Vale, "Great Moments on Broadway" with singing hits from the best musicals.

91J—Andy Williams, "Merry Christmas," "Silver Bells," "Do You Hear What I Hear," 10 more.





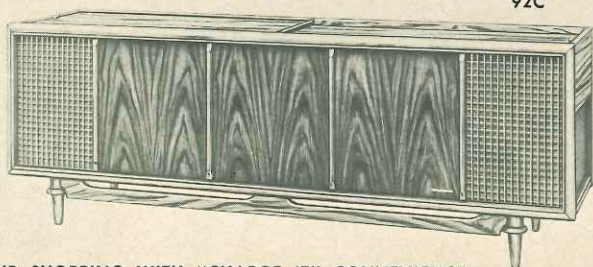
92A



92B



Magnavox



92C

SPEED YOUR SHOPPING WITH "CHARGE IT" CONVENIENCE
USE YOUR HANDY 30-DAY SHOPPING PLATE

MUSIC MAGIC BY Magnavox



93A



93B



93C



93D

92A—The Coronado Astro-Sonic 20 in old world Mediterranean furniture with storage for over 65 records. Light or dark pecan finish. **349.50***

92B—Stereo high fidelity custom component systems, advance engineered by Magnavox. **129.90**
Other models to **299.50**

92C—The Rockaway Astro-Sonic 40 stereo console with 40 watts undistorted music power; flywheel tuning. Solid-state FM/AM uses no tubes. Natural walnut cabinet. **425.00***

93A—The Vacationer, 12" all channel personal portable TV goes wherever you go. Lightweight. **89.90**

93B—Powerful compact all transistor AM/FM portable radio. **19.95**

93C—Magnavox tape recorder operates on 5 "C" cell batteries, has 8 transistors, remote control, vinyl carrying case. **69.90**
(Batteries not included)

Stereo Serenade . . . the stereo that folds up into a compact case when not in use. Has 4 high efficiency speakers, deluxe Micromatic Player, Diamond Stylus, 45 RPM record adapter. **129.90**

*5 year warranty on all solid state components against defects under normal usage; other parts guaranteed for one year.

Radio, Television, Phonographs.
All 7 Stores

MUSIC FOR EVERYONE

RCA VICTOR

94A



94A—The Lightning, solid state FM-AM clock radio by RCA Victor in a handsome new design. With automatic "wake to music" or buzzer alarm and drowse alarm. Ebony or walnut grain. **54.99**

94B—Ultra Compact clock radio is just $6\frac{1}{4} \times 6\frac{7}{8} \times 4\frac{3}{8}$ " with wake-up features as above. With "personal sound" earphone; new illuminated clock dial. Solid state AM. **29.99**

94C—The Magician, RCA total sound solid state portable stereo with Swingline cabinet. Speakers swing out, changer swings down. Carry it like a piece of fine luggage wherever you go. **79.95**

RCA Stereo 8 cartridge tapes for car, home, boat . . . anywhere. Automatic play from beginning to end (up to 80 minutes). No re-winding, no need to touch either cartridge or tape.

94D—Sound of Music, movie sound track. **7.95**

94E—Hello Dolly, original cast with Carol Channing. **7.95**

94F—So Tenderly, with John Gary. **6.95**

94G—The Best of Fiedler and the Boston Pops. **6.95**

94H—Elvis for Everyone, Elvis Presley. **6.95**

94B



94D



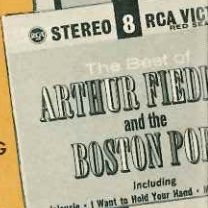
94E



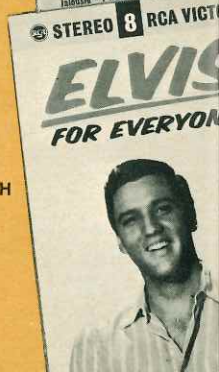
94F



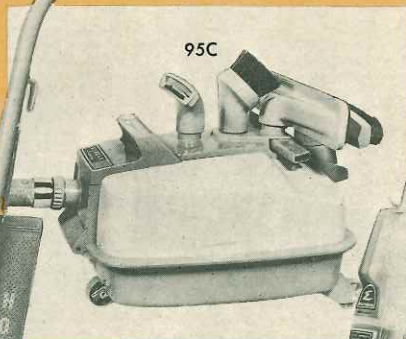
94G



94H



94C



95A—This complete shampoo-polisher by Hoover foam cleans rugs, scrubs floors, applies wax, polishes and buffs to a final shine. Complete with shampoos, brushes, steel wool pads, waxing pads, lambswool and felt buffers. **34.88**

95B—Hoover convertible special . . . the best insurance your rugs can ever have. Triple action cleaning gets dirt out of carpets quickly, easily. It lifts the carpet to bring grit to the surface. Adjusts to rug thickness automatically. Extra large throw-away bags with wipe clean outer jacket. **59.95**

95C—Eureka Cordaway with super efficient 1½ H.P. fan jet motor and snap-on tool pack. Lifts grit, grime up and out, whisks it away into Sanitized® disposable bag. Cord retracts, tools go where vacuum goes. Stands on end for stair cleaning and easy storage. Easy roll wheels. **49.95**

95D—Eureka super power 2-speed lightweight vacuum cleaner weighs just 8 pounds. Has soft rubber rollers in nozzle to make cleaning fast, easy, effortless. High velocity cleaning with suction indicator. Slim, easy to store. **29.95**
Major Appliances, All 7 Stores

**OPEN EARLY! OPEN LATE! EXTRA CHRISTMAS SHOPPING HOURS
FOR YOU AT ALL 7 OF THE HECHT CO. STORES**



96A



96B



96C

96A—Powerful new 12 transistor AM pocket radio with case, earphone and AC adapter. **11.99**

96B—Solid state stereo phonograph with 4-speed changer, all transistor model with "Instant-On" action. Two balanced speakers, volume controls. **49.99**

96C—Solid state portable phonograph with front mounted speaker. Precision engineered all transistor amplifier. 4-speeds. **14.99** by Tonecrest.

Capitol Records . . . music for the young and not so young.

96D—"Think I'll Go Somewhere and Cry Myself To Sleep" by Al Martino, the man with the big voice. Mono **2.79**, Stereo **3.79**

96E—"The Best of the Beach Boys" a sensational collection of their biggest hits. Mono **2.79**, Stereo **3.79**

96F—The Beatles, "Yesterday and Today." Mono **2.79**, Stereo **3.79**

96G—"A Touch of Today" by Nancy Wilson, twelve songs as only she can sing them. Mono **2.79**, Stereo **3.79**

Radios, Phonographs & Records,
All 7 Stores



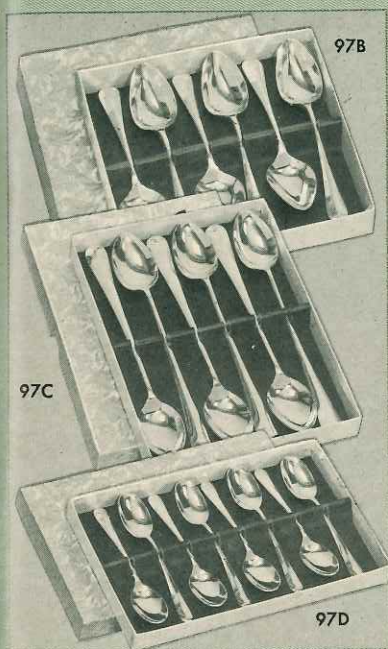
96D

96E

96F

96G





OUR OWN IMPORTS FROM ENGLAND . . .

97A—Footed 4-pc. tea and coffee set in heavy English silverplate; horn handles. **80.00**

97B—Set of 6 serrated tip grapefruit spoons in silverplate; rattail handles. **6.00**

97C—Set of six iced tea spoons in English silverplate; rattail handles. **7.00**

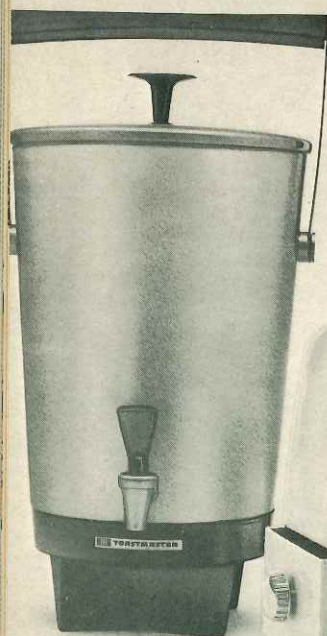
97D—Set of 8 silverplated after dinner coffee spoons with rattail handles. **6.00**

97E—Crystal salt and pepper shaker set with enameled sterling silver tops. Pair **6.50**

97F—Crystal Cake Plate with silverpated base and server. **8.99**

97G—Diamond pattern pressed glass salad bowl, 8½" diam., with silverplated rim, salad fork and spoon. The 3-pc. set. **8.99**

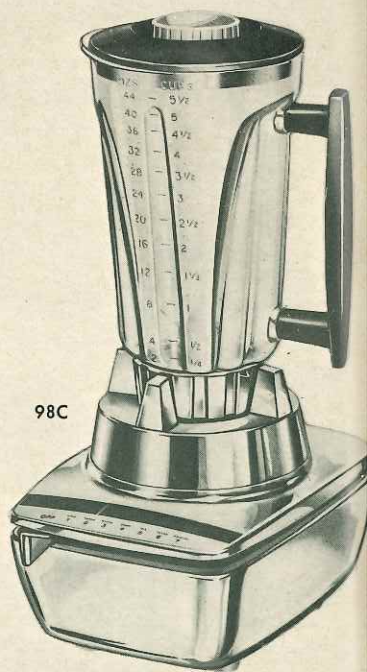
Silverware, All 7 Stores



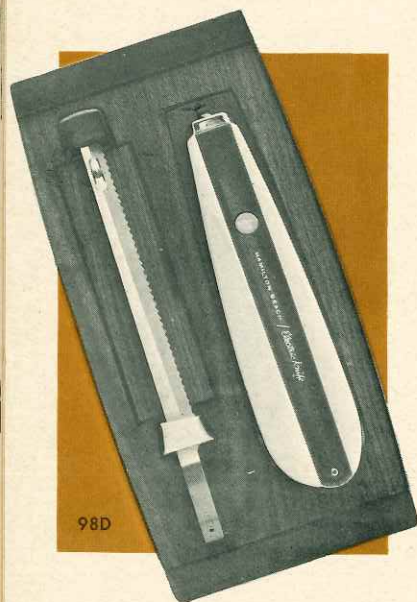
98A



98B



98C



98D

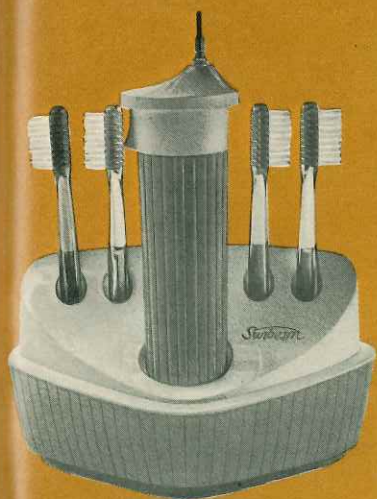
ELECTRIFIED EASY LIVING

98A—Toastmaster all stainless steel urn makes 8 to 30 cups of perfect coffee, keeps it warm on the buffet. Drip-proof spout, fold-away handle for easy carrying. **27.99**

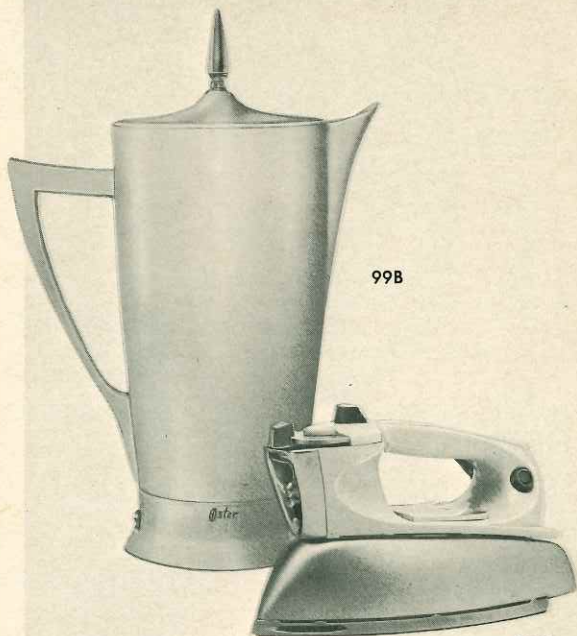
98B—Rival Ice-O-Matic custom crushes ice from nugget coarse to extra fine. Selector dial and built-in ice drawer. White. **19.99**

98C—Duracrest electric blender in satin and polished chrome with 7 speed settings, 4 surgical steel cutting blades. 44 oz. plastic jar with handle. Recipe book. **39.99**

98D—Hamilton Beach electric knife in white with charcoal trim. Positive switch and blade release button. Wood grain hang-up storage tray. Detachable cord. **19.88**
Small Electrics, All 7 Stores



99A



99B

99C

99A—Sunbeam cordless hygienic toothbrush will brush up and down 1800 strokes per minute. Short, powerful, gentle strokes. Operates on rechargeable energy cell. Easy to keep clean. Complete with four brushes, wall bracket. Style # CT7. **14.88**

99B—Oster automatic coffee maker with thermo-insulation to keep coffee hot through entire meal. Automatic shut-off. Made of light, durable space-age material. 4-8 cups. **19.99**

99C—Westinghouse steam-sprinkle or dry iron with Teflon® non-stick sole plate, double coated. Uses regular tap water. 17 large steam vents for a cushion of steam. **16.99**

99D—Schick Capri consolette hair dryer with extra large hood, yet so portable it folds to hat box size. Better air delivery speeds drying. Medium, hot and cool settings. Hood can be raised or lowered for maximum comfort. **29.99**
Small Electrics, All 7 Stores



99D

GIFTS AT YOUR SERVICE

100A—Precedent, newest design by Carvel Hall with a hand crafted look. Chrome bright handles feature a richly enlaced pattern on solid metal, protected by 3 plies of plating. A first in cutlery making. Set of 6, 8" steak knives.

9.95

100B—Precedent carver and fork.

8.95

100C—Gleaming copper chafing dish, 2½ qt. capacity with copper plated stand, rosewood handle and knob. Our own import. **16.00**

100D—Fondue set in copper with matching copper plated round tray, wrought iron stand and warmer. Our own import. **16.00**

100E—Stainless steel 9-pc set by Farberware with wonderful aluminum clad bottoms for best even heat. Set includes 1, 3 qt. saucepans/covers, 7½, 10½ fry pans, 2 qt. casserole, 5 qt. Dutch oven/cover. The set. **42.99**

Deluxe service for 8. 70 pc. Oneida stainless steel flatware sets. Available in five patterns. Service includes 16 teaspoons, 8 each dinner forks, knives, salad forks, soup spoons, iced teas, cocktail forks, 2 tablespoons, 1 each butter spreader, sugar spoon, cold meat fork, pierced tablespoon. **49.95**

100F—Textura

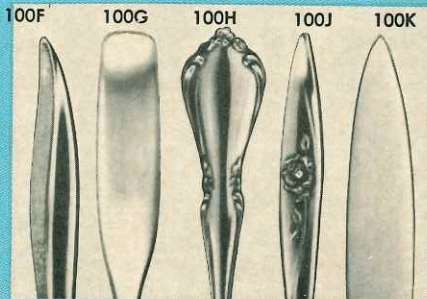
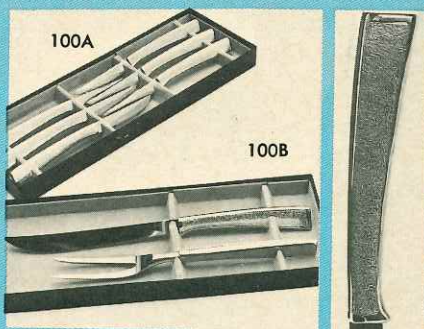
100G—Tempo

100H—Chateau

100J—Lasting Rose

100K—Wintersong

Housewares, All 7 Stores

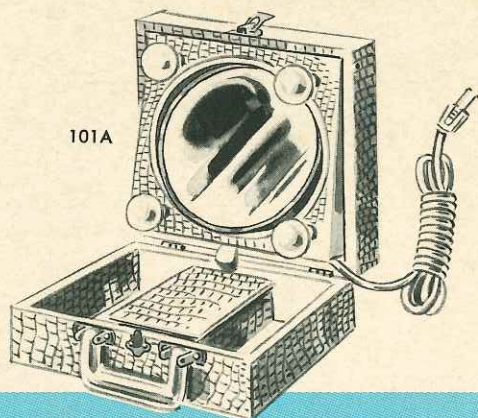


101A—Travel-brite fold-up makeup mirror with theatrical type lights. Plug it in anywhere. Styled by Dunston. Black or white. **19.95**

101B—Bathroom coordinates from Lacey Ledge. 18 kt. gold plated soap dish, 12 princess rose hand soaps and 12 guest towels. Hot pink, green, blue, gold, pink or lilac. **5.00**

101C—Flower bed of roses, colors as above. **3.00**

101D—Bow-knot 18 kt. gold plated dish/12 miniature rose soaps. Colors as above. **3.50**



101A



101B

101C

101D



101E

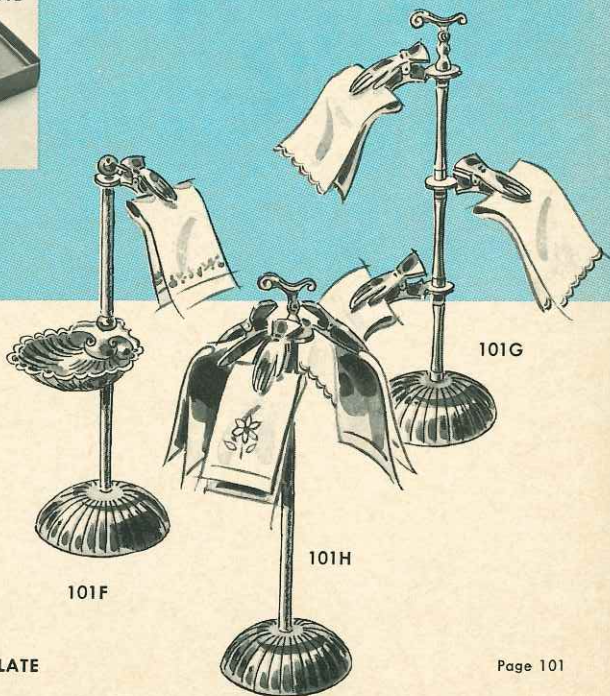
101E—Square shaped bathroom scale with Orlon® acrylic fur on top. Brass-colored trim. By Borg. Gold, pink, or white. **10.00**

Handsome brass towel stands with hand-shaped clips, petal-shaped scalloped base. A superb accessory.

101F—One hand and soap dish. **5.00**

101G—With 3 alternating hands. **5.00**

101H—With three hands. **5.00**

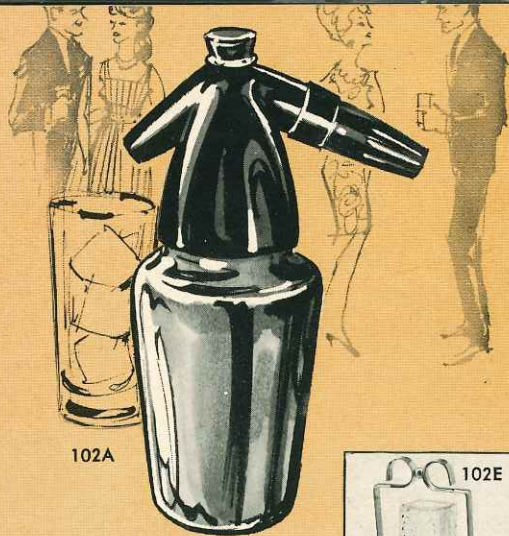


101F

101G

101H

Housewares Bath Shop, All 7 Stores



102A



102B

102C



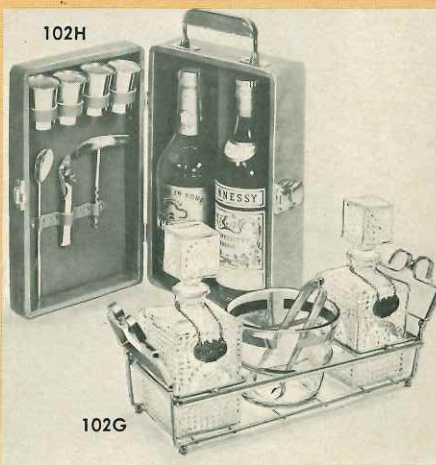
102D



102E



102F



102H

102G

REFRESHING GIFT IDEAS

102A—Soda king syphon by Kidde with wide mouth for adding ice cubes. Red, blue, gold or silver toned. 1 qt. capacity. **16.95**

102B—Lighted glasses. Set of 4 with serving tray. **13.95**. Extra glasses, each **3.00**

102C—Light touch bar lamp. Amber glass whiskey bottle with "Bar" lettered on white opal shade. Brass plated base. 21" high. **6.00**

102D—Telephone bar by Master Art holds 2 decanters, 4 glasses, 3 labels. **19.95**

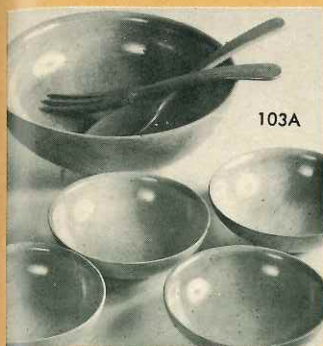
102E—Wine or whiskey set. Brass finished carrier decanter and 4 glasses. **8.00**.

102F—Cocktail set. Brass finished frame, shaker and 6 glasses. **10.00**. Martini set, **10.00**

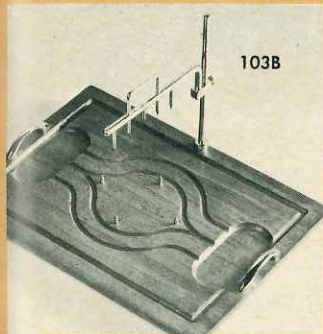
102G—Brass finished carrier, 2 crystal decanters, tags, ice tub and brass finished tongs. **13.00** All by Gailstyn. All with gold colored rimmed glasses.

102H—Travel bar. Suntan or brown case/4 shot glasses, tools, space for 2 bottles. **12.95**

Housewares, All 7 Stores



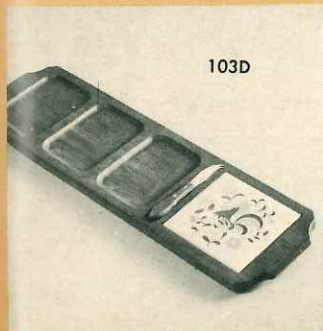
103A



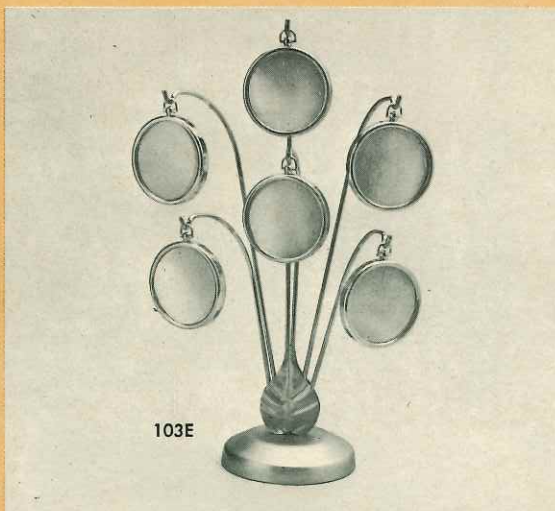
103B



103C



103D



103E

From our collection of exciting, interesting imports . . .

103A—Cherrywood salad set consists of 10" serving bowl, 4-6" individual bowls and 2-pc. server set. **9.00**

103B—Carving board made of rich looking New Guinea teak, 20x14". Chrome handles, rubber feet, spikes and holder. **7.00**

103C—Provincial finish 10" pepper mill set with stainless steel spoon and fork for salad mixing. **7.00**

103D—Three compartment cheese board with ceramic tile for cutting, and stainless knife. 25x7½". **6.00**

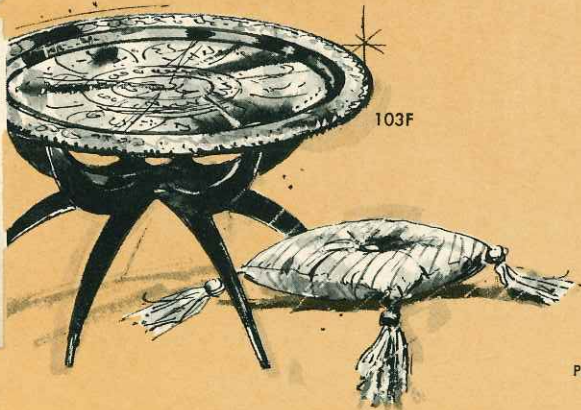
Housewares, All 7 Stores

103E—Family tree in 24 kt. gold plate has 6 frames, each 2" in diameter. Delightful for desk or vanity. Approximately 8" tall. **6.00.**

Pictures, All 7 Stores

103F—Hand hammered and tooled solid brass tray. 24" size with black rosewood legs that fold-away for easy storage. It's a cocktail table, occasional table . . . an elegant tray or a stunning wall plaque. Imported from Hong Kong. **29.99** 30" size. **39.99.**

Gifts, All 7 Stores



103F

McGREGOR

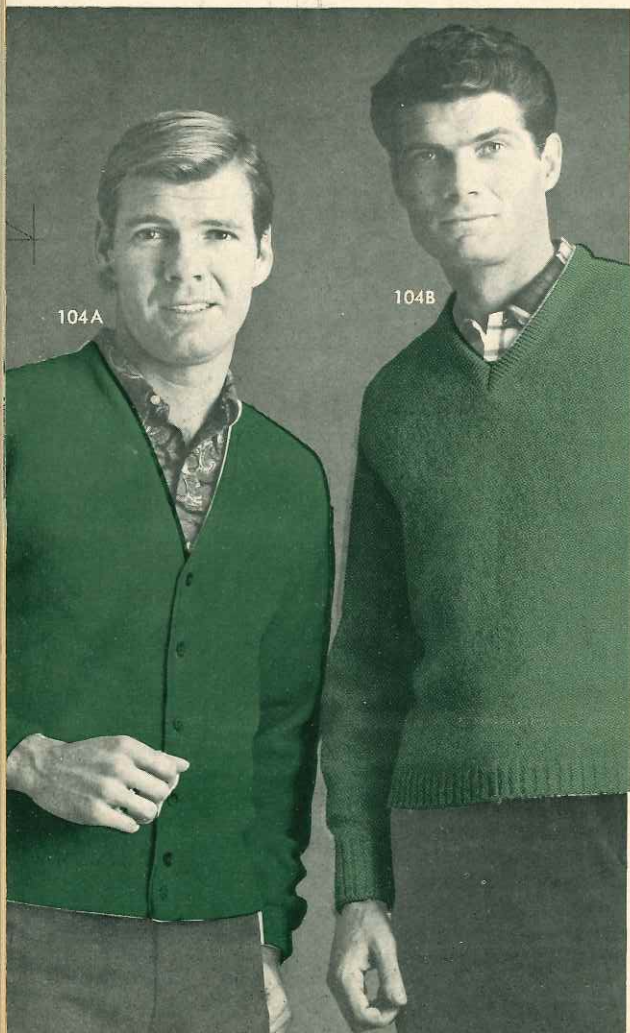


104A—Links cardigan in 50% Dacron® polyester, 50% Orlon® acrylic. Machine washable. Six button front. Wine, rye, black, spruce or donkey's eye blue. S-M-L-XL. **16.00**

104B—Sierra Vee pullover in 85% shetland wool—15% other wool, elasticized at waist and cuffs with Lycra® spandex for a neat fitting look. Navy, scotch wine, green tea, rye, coffee or donkey eye blue. S-M-L-XL. **9.00**

104C—Scotset permanent pressed sport shirt in 80% Dacron® polyester, 20% cotton with two pockets. Machine washable. Bark brown, sunset gold, green tea, blue. S-M-L-XL. **7.00**
©DuPont's Reg. T.M. For Acrylic Fibers

Men's Sportswear, All 7 Stores





MAKE HIM MERRIER WITH **McGREGOR**

105A—Knuckle Sundowner all cotton corduroy coat with Creslan® acrylic pile lining and collar, pocket and yoke trim. Six snap closure front. Bogata brown or olive. 36-46. **27.50**

105B—Scotset zip-lined jacket for all weather wear. 65% Dacron® polyester—35% cotton shell, 100% Orlon® acrylic pile zip-out liner. Zippered front and button adjustable sleeves. Permanently pressed for no press, machine washability. Navy or tan, 36-46. **26.00**

105C—Drizzler Ramjet, unconditionally washable jacket of 60% rayon—40% cotton, interlined with warm, lightweight Curon. Zipper front with knit collar, cuffs. Olive or beige. Sizes 36-46. **20.00**

Men's Sportswear, All 7 Stores

FOR PHONE ORDER SERVICE ANY TIME DAY OR NIGHT... CALL 737-7500

Page 105



BEGINNING NOV. 25th
EXTRA CHRISTMAS SHOPPING HOURS FOR YOU
AT ALL 7 GREAT HECHT CO. STORES!

ALL HECHT CO. STORES
OPEN EARLY! OPEN LATE!
EVERY NIGHT TILL CHRISTMAS

DOWNTOWN

F STREET AT SEVENTH N.W. OPEN 9:30 A.M. TO 9 P.M.
PHONE 628-5100

ALL SUBURBAN STORES OPEN 9:30 A.M. TO 9:30 P.M.
EVERY DAY TILL CHRISTMAS

SILVER SPRING FENTON AT ELLSWORTH DRIVE 587-1500	MARLOW HEIGHTS BRANCH AVE. AT ST. BARNABAS RD. 735-2200
PARKINGTON GLEBE ROAD AT WILSON BLVD. 524-5100	LAUREL ROUTE 1, LAUREL SHOPPING CENTER 776-6677
PRINCE GEORGES PLAZA ON RTE. 410 AT QUEENS CHAPEL ROAD 277-3400	LANDMARK SHIRLEY HIGHWAY AT DUKE STREET 354-1900

PHONE ORDERS ANY TIME DAY OR NIGHT 737-7500